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THE NATIONAL NEWSPAPER OF MARKETING

Bristol-Myers Slips Ban into Ogilvy Portfolio

BBDO Keeps Trig, Trushay, Plus Product Nearing Test Stage

NEW YORK, April 23—Advertising for Ban, the first roll-on deodorant, which was introduced through Batten, Barton, Durstine & Osborn in 1954 and skyrocketed to the No. 1 dollar seller in the deodorant market in two and one-half years, will move to Ogilvy, Benson & Mather July 20.

In making the announcement today, Donald S. Frost, vp and director of advertising, Bristol-Myers Co., said BBDO would continue to handle Trig deodorant, Trushay hand lotion and a new product assignment.

The Ban account is billing around $2,500,000 currently, although it billed more than $4,000,000 in 1957. Bristol-Myers said billings were "in excess of $2,000,000." BBDO said they were "under $3,000,000."

Trig and Trushay together are thought to involve roughly $1,500,000—about two-thirds of it for Trig.

■ The Ban exit from BBDO was not unexpected by either the agency or client, but the naming of the Ogilvy agency was a very recent development; speculation had had it that, if-and-when, Ban would go to Young & Rubicam, another Bristol-Myers agency. Early this month (AA, April 6) Ogilvy was added to the B-M stable, but no product was assigned.

There was some feeling that OB&M got the nod, among other reasons, to help tide it over a no-

(*Continued on Page* 141)

Armour Moves Dash, Canned Meats from Ayer to Foote, Cone

CHICAGO, April 21—Armour & Co. consolidated all of the products in its newly-organized grocery products division into one agency today when it moved Dash dog food and 22 Armour canned meats (shelf size) from N. W. Ayer & Son to Foote, Cone & Belding. The switch becomes effective in July.

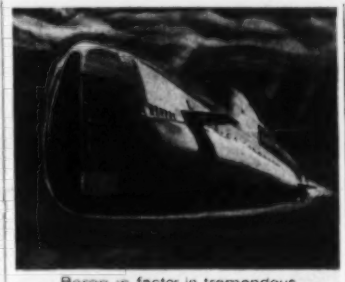
Dash dog food and the canned meats billed about $3,000,000 in 1958. FC&B also handles Dial soap and shampoo and liquid Chiffon. Ayer will continue to handle all other Armour foods.

Earlier this year (AA, Feb. 2) Armour merged its soap and canned foods units into a new grocery products division "to unify our efforts and improve our performance in those products which are primarily shelf items in food stores." #

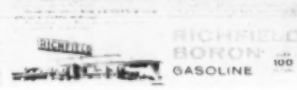
International Advertising Gets a New Look

Sales of foreign affiliates of U. S. companies have risen sharply, and now nearly double U. S. exports, ADVERTISING AGE reports in a special international advertising section beginning on Page 43.

A run-down of big companies involved—how much they're selling and where—is presented in the section, along with stories on the amazing European Common Market, termed "an advertising opportunity such as has never before existed anywhere in the world," the scramble by agencies and research organizations to get representation overseas, advertising volume trends in major countries and a breakdown of the 50 top international advertisers. #



Boron is factor in tremendous cruising range of *USS Nautilus*



HIGH ENERGY—*Richfield Oil Corp., Los Angeles, has added Life (April 27) and Look (May 12) to its 1959 advertising schedule with a series of nine ads, of which this is the first, stressing boron gasoline's help in powering the Nautilus. Hixson & Jorgensen is the agency.*

Tax Crackdown Hits Slenderella

Cut Off Temporarily, Ad Schedules 'Apparently Going Ahead as Planned'

STAMFORD, April 24—Slenderella International has agreed to close down some of its "smaller unprofitable" salons as a result of 90 income tax liens filed against its reducing salons by the Internal Revenue Service.

The liens are the government's "first step" in collecting $1,235,000 in taxes which the government asserts is owed by 86 corporations operating under the Slenderella name. Besides the liens filed against the 86 salons, two individual liens were filed against the company president, Larry Mack; one was placed against Management Associates, Stamford, which

(*Continued on Page* 137)

Establish Washington Embassy, 4A's Urged

U. S. Chamber-Like Setup Would Be Tax Deductible, Says Adman-Solon Wilson

WHITE SULPHUR SPRINGS, W. Va., April 24—Politics has held the center of the stage at the American Assn. of Advertising Agencies meeting at the Greenbrier, which closes tomorrow.

On hand were a bevy of political and economics writers to interpret the American scene, a congressman to explain political threats to advertising, and a publisher to challenge advertising men to engage in and improve their political activity.

■ Bob Wilson, agency president and congressman from California, told the agency men that advertising needs a strong central lobbying force (he nominated the Advertising Federation of America) in Washington.

Mr. Wilson said, "The right to buy and the right to advertise without restriction as to medium constitute an obvious part of the success of our system." He advanced the view that the advertising business needs steady, broad-based representation on the Washington scene, a group representing agencies, advertisers, media, suppliers, etc.

Such a group can stress the benefits of advertising and fight its battles without being labeled a lobby, he said, adding, "A concerted educational program aimed at influencing legislation is not lobbying unless it calls for personal contact with legislators by individuals engaged primarily in such activity."

■ Rep. Wilson asserted that such an organization would be tax deductible: "I have been assured . . .

(*Continued on Page* 137)

Ogilvy 'Creates' New Account: Pushing U.S. Travel to Europeans

WHITE SULPHUR SPRINGS, W. VA., April 24—A presentation of a theoretical campaign to spur tourist travel to the U.S. capped the creative sessions at the American Assn. of Advertising Agencies annual meeting here, which were otherwise devoted to the importance of consumer-centered commercials, and the advisability of individual creative effort.

David Ogilvy, president of Ogilvy, Benson & Mather, showed a series of advertisements aimed at increasing tourist travel to the U.S. and improving understanding of Americans abroad.

He noted that the U.S. is the only major country not actively promoting tourist travel. He also pointed out that a campaign of 12 spreads could be run in a list of major western European publications (e.g., *Der Stern, John Bull, Realities, Epoca*) plus *Time-Atlantic, Newsweek* and *Reader's Digest* for as little as $1,362,610, reaching a circulation of 11,325,000.

■ The advertisements bore a strong family resemblance to the Puerto Rico, British travel and Esso institutional campaigns Mr.

(*Continued on Page* 104)

Brighter Linage Picture Cheers ANPA Sessions

Governmental Taxation, Regulation Attempts Are Criticized by Speakers

(*For other news and pictures of the ANPA convention see Pages* 3 *and* 110.)

NEW YORK, April 23—National advertising in newspapers may have been off more than 5% last year, publishing costs may still be spiraling and labor problems may be still troublesome. But 1959 is beginning to shape up as a good newspaper year.

At least this was the tenor of comments heard here this week during the annual convention of the American Newspaper Publishers Assn., which ended today. Most newspaper executives look for a heartening total linage figure for the month of April—and they think this may prove an augury for the months to come.

Mostly they dismiss the slight slide of linage in January (1.8% according to Media Records) as a carryover from 1958. The February total was good enough, they add, to bring the two-month figure to 1.1% ahead of the same period last year.

March was better, and April

(*Continued on Page* 140)

JWT Drops Seven-Up Radio Spot; FBI Finds Commercial 'Disparaging'

Later, FBI Retracts 'Disparaging' Charge, But Cites '54 Law

CHICAGO, April 22—The Federal Bureau of Investigation has blown the proverbial whistle on Fresh Up Freddie, the comic character created for Seven-Up Co. by its agency, J. Walter Thompson Co.

The FBI became disturbed about a radio spot commercial for Seven-Up in which Fresh Up Freddie was conducting an interview with a fictitious movie star named Kim Schultz.

At the close of the interview, which was devoted mainly to Kim Schultz praising the soft drink, Freddie says: "Thank you, Kim Schultz. We'll be seeing you in your latest picture, 'I Was a Wonderfully Terrific Teen-Ager for the FBI'."

■ The FBI was not amused by the spot and took a dim view of the whole business. An agent was sent to JWT's local office with orders to request that the commercial be killed. He complained that the commercial cast "disparaging and derogatory" references on the famous law enforcement agency.

The agent also explained that Congress passed a law in 1954 which forbids the use of the department's name or initials with-

(*Continued on Page* 140)

Waterman Pen Co. Returns to Howard After 30 Years

NEW YORK, April 23—The Waterman Pen account has returned after 30 years to E. T. Howard Co., Waterman's first agency.

The appointment of Howard to handle advertising for the Waterman-Bic Corp. will be announced on Monday. It follows Bruce Enderwood's move to the Howard agency.

Mr. Enderwood, who will be supervisor on the Waterman ac-

(*Continued on Page* 137)

Last Minute News Flashes

Brown & Butcher Gets General Acceptance

NEW YORK, April 24—General Acceptance Corp., national credit and loan organization, will move its advertising account May 1 from Wesley Associates to Brown & Butcher. Ernest Davids, supervisor and consultant on the account for the past nine years at Wesley Associates, will join Brown & Butcher as a vp.

Buick Testimonial Drive Seen as Test of Dailies

FLINT, MICH., April 24—Buick division of General Motors Corp. has launched a 100-day testimonial campaign, in the top 35 markets, which is regarded by McCann-Erickson, the Buick agency, as a test of the pulling power of newspapers. Each of the three 600-line ads per week (in most newspapers in the 35 markets) features a testimonial from a 1959 Buick owner, giving his name and address. They were selected in a contest among Buick buyers, based on letters on "Why I like my 1959 Buick." The drive has been adapted for the Bob Hope tv show, and some dealers are using tv testimonials, but McCann considers this a "100% newspaper" drive. Buick, the No. 5 car in 1958, dropped to No. 7, according to January-February registration figures.

Economics Laboratory Names Kastor, Hilton

NEW YORK, April 24—Economics Laboratory Inc., maker of commercial dishwashing compounds, will move its advertising account July 1 from J. M. Mathes Inc. to Kastor, Hilton, Chesley, Clifford & Atherton. The company will expand its advertising budget to about $2,000,000 in 1959.

(*Additional News Flashes on Page* 141)

Marketing Key to Expanding World Economies, International CofC Told

WASHINGTON, April 22—The International Chamber of Commerce, founded in Atlantic City 40 years ago, returned to the U. S. this week for its 17th biennial congress, and for the first time in the history of this "world parliament of business" the role of marketing was elevated to front-rank importance.

The congress, last held in this country in 1931, yesterday devoted a plenary session to marketing. Sigurd S. Larmon, chairman of Young & Rubicam, presided at the session, which saw a string of speakers underline marketing as a key concept in expanding economies.

■ Marion Harper Jr., president and chairman of McCann-Erickson, painted a rosy world vista for advertising. He predicted that by 1965 advertising volume in the U. S. will have expanded from its current level of $11 billion to $15 billion or $16 billion and he said the plus-$4 billion now spent on advertising outside the U. S. "may well climb to $10 billion."

Changes are coming rapidly, Mr. Harper added, and it will be essential for business men here and abroad to recognize "advertising as a form of investment, as spending that helps create capital value."

Mr. Harper said the world can look forward to "upheavals" in overseas competition. He noted that Europe now has some 110 companies making and assembling automobiles and some 200 manufacturers of canned foods. "Numbers like these go with almost every product category," he said. "How many will prosper and how many will survive?"

■ Charles G. Mortimer, president of General Foods, told the con-

(Continued on Page 142)

Unilever Spent $280,000,000 in Advertising During 1958

WASHINGTON, April 21—Worldwide advertising expenditures of Unilever rose to approximately £100,000,000—$280,000,000 in 1958, Ivor Cooper told ADVERTISING AGE here today.

Mr. Cooper, in Washington to attend the congress of the International Chamber of Commerce, is head of the marketing division of Unilever in London.

■ Unilever, the world's largest advertiser, revealed its advertising expenditures for the first time last year when it reported a worldwide investment of $232,400,000 in 1957.

Lever Bros. Co., New York, accounted for $80,000,000—or nearly 35%—of the 1957 total. Figuring on this base, Lever spent nearly $100,000,000 on advertising in 1958.

Unilever's worldwide volume is $4.8 billion.

Society of Metals Appoints Putnam

CLEVELAND, April 22—Allan Ray Putnam has been named managing director of the American Society for Metals. He will occupy a new position established last May following the death of William H. Eisenman, who was national secretary and executive head of ASM for 40 years.

Allan Putnam

As managing director, Mr. Putnam becomes publisher of *Metal Progress*, the society's publication, and will be in charge of the National Metal Exposition, said to be the largest annual industrial trade show in the U. S.

Mr. Putnam formerly was assistant executive secretary of the American Society of Tool Engineers in Detroit, where he was also publisher of the *Tool Engineer*. He is president of the Council of Engineering Society Secretaries and past president of the National Assn. of Exhibit Managers. #

For Prestige, He's Professor in Paris, But Adman in U.S.

WASHINGTON, April 21—Francis Elvinger, head of the Paris agency bearing his name, told the International Chamber of Commerce congress here that there is still quite a difference in the prestige enjoyed by American and European admen.

Francis Elvinger

In the U. S., he pointed out, the glory formerly attached to the "Wall St. boys" has now passed to the "Madison Ave. boys."

American admen, he said, can play golf with the President, and "if all goes well they may even become minister of defense."

■ Not so in Europe. To illustrate his point he cited a personal experience:

For many years Mr. Elvinger has been a university professor as well as an agency operator. Before the war when friends asked his wife what her husband did, she would reply, "He is a university professor."

Mr. Elvinger added: "She usually neglected to add that he also prostituted himself by running an agency."

■ During World War II the Elvingers were in the U. S. and Mr. Elvinger taught at Columbia University. At first, when people asked Mrs. Elvinger what her husband did, she would give the standard reply: "He teaches at Columbia University."

Mr. Elvinger reported that "it took only two weeks" for his wife to discover that in America this was the wrong answer. The right one was: "He is an advertising man." #

Sign Industry Is Trying New Ways to Gain Visibility: 'AR'

CHICAGO, April 22—Signs, like other ad media, have been tinkering with technology—new materials, fancy lighting and novel design—to stimulate sales responses by consumers, the May *Advertising Requirements* reports in a summary, "Today's Trends in Signs."

Consumers have shown signs of satiation in their responses to signs in recent years, forcing sign makers to devise new attention-getting effects, says Bette Macon, *AR's* associate editor, in the report.

■ The trend in materials is to plastics—for lightness of weight, color permanence, adaptability to

(Continued on Page 139)

FISTFUL—*T. J. Henry, vp of McCann-Erickson and head of its Detroit office, congratulates Robert Shepperly (right), McCann art director, who won a gold medal and three silver ones in the competition of the Art Directors Club of Detroit and the Detroit Copy Club.*

Campbell-Ewald, McCann Win 26 Detroit Awards

DETROIT, April 21—Campbell-Ewald Co. and McCann-Erickson Inc. placed heavily in the listings of 66 advertising awards made at the first combination event jointly sponsored by the Art Directors Club of Detroit and the Detroit Copy Club. Some 400 admen attended the awards banquet last week.

Campbell-Ewald garnered 17 awards, McCann-Erickson nine. Other top winners were Kenyon & Eckhardt, seven; MacManus, John & Adams, six, and W. B. Doner & Co., five. Automobile advertising of varied types, already given wide visibility in the last year, predominated in the list of prize winners.

■ The joint award affair is the first to be conducted on that basis in any major advertising center, and is hailed by its organizers as another Detroit "first." Each group previously had held its own affair, one for art, one for copy.

Credit was shared on this program, and a number of "umbrella awards," 25 in all, were made on the basis of art and copy working together to put across an idea. This is a broad departure from most advertising award competitions, and was hailed as most successful.

■ Twelve gold medals and 29 silver medals were presented for submission from agencies throughout the state of Michigan. The umbrella awards were apart

(Continued on Page 139)

SMALL FRY—*Al Schroeder, Campbell-Ewald art director, and William Steig, artist, received a silver medal for this Delco ad in the Detroit competition.*

Burnett, C-E, Y&R Are Double Winners in Outdoor Awards

CHICAGO, April 21—Campbell-Ewald Co., Leo Burnett Co. and Young & Rubicam each took two of the 17 first place awards in the 27th national competition of outdoor advertising art sponsored by the Art Directors Club of Chicago.

The three agencies were among 16 involved in outdoor poster awards in 17 categories.

Announced earlier this year (AA, Feb. 8) were the club's three grand award winners—Needham, Louis & Brorby Inc. for a Morton Salt Co. poster, Fitzgerald Advertising for a Jackson Brewing Co. poster and D'Arcy Advertising for a Standard Oil Co. (Indiana) poster. All three of these also won first places in their respective product categories.

■ Client and agency winners in the 17 categories are:

Miscellaneous—1st, Blue Cross Hospitalization, Ketchum, MacLeod & Grove; 2nd, Alcoa wrap, Ketchum, MacLeod & Grove; 3rd, Northern Paper Mills, Young & Rubicam.

Household appliances—1st, RCA Victor tv division, Kenyon & Eckhardt; 2nd, Southern California Gas Co., McCann-Erickson; 3rd, York Air Conditioning, Donahue & Coe.

Agricultural—1st, Chas. Pfizer & Co.,

(Continued on Page 142)

Colgate-Palmolive Names Nack for New Drug Unit

NEW YORK, April 22—Colgate-Palmolive Co. has created a drug division and hopes to put five proprietaries into test markets within a year.

Herbert P. Nack has been appointed general manager of the new division, effective May 4. He has been with Johnson & Johnson for the past two years as director of the professional products division and consultant to the J&J president and executive committee.

Both announcements were made at the annual stockholders' meeting today by E. H. Little, chairman of the board and president.

Discussing the new division, Mr. Little said Colgate had talked with "most of the good big houses in the country" about a possible partnership but "when we got through we decided we had better go it alone."

But the company is still interested in acquiring small companies, he said, besides developing its own new products. The division plans to market ethical drugs "as soon as possible," Mr. Little said.

■ The first year budget calls for the test operations on the five proprietaries, which could be either company-developed or acquired products. If successful, national programs will then be considered, Mr. Little said.

Consolidated net sales for the first three months of the year were reported at $141,650,000, a 10% increase over 1958, with income amounting to $5,006,000, a 13% rise over the 1958 figure. Stockholders voted in favor of a recent company recommendation splitting the common stock three for one.

Before joining Johnson & Johnson, Mr. Nack was director of sales for William S. Merrill Co., a Vick Chemical Co. division, for two years. He started his career in 1945 as a salesman for White Laboratories, joined Chas. Pfizer & Co. in 1949, where he became administrative vp and general manager of their subsidiary, J. B. Roerig & Co. #

25 Years of Frolicking . . .

Cancer Research Gets $133,000 from Singing, Dancing St. Louie Women

Cop: Hey, how long's this Gridiron been going on?
Prospector: 25 years, podner.
Cop: Longest damn show I ever heard of.

(Pictures on Page 106)

ST. LOUIS, April 23—The most famous social and dramatic event in the advertising world celebrated its silver anniversary here this week, as the Women's Advertising Club of St. Louis put on the 25th annual version of its gridiron show.

As usual, almost 1,100 women—the cream of St. Louis social, civic and business womanhood—filled every available seat in the gold ballroom of the Sheraton-Jefferson for the annual event last night. But this time—for the first time—a special "sneak preview" was held for men, on Monday evening.

The men got away with only a $10 ticket tab (the decorations weren't all up and the show was a little rough in spots, the girls explained), but last night's regular performance, for women only, cost regular patrons $25 a ticket, and "angels," of which there are about 250, $75 per single admission.

■ All of which explains how the St. Louis adgals' annual show has already resulted in contributions totaling $133,000 (not counting this year) to cancer research, and how the show has become the most important female event of the year in St. Louis.

St. Louis Women's Gridiron and Bea Adams, vp of Gardner Advertising Co., are synonymous. Miss Adams started the whole thing back in 1935. The St. Louis Advertising Club (men's, that is) was holding a traditional men-only gridiron dinner, and some of the wives complained about being left alone that night of Jan. 22. So Bea and some others volunteered to put on their own show—for women only.

Bea Adams wrote the script (she has done, in toto, five of the 25 and has had a hand in most of the others), and the show went on in a private dining room which has since been turned into a cock-

(Continued on Page 36)

Ford Road Show Program Aims at Suburban Market

Four Caravans Will Put on Total of 48 Nine-Day Showings

NEW YORK, April 21—Nobody will argue against the dictum that the way to sell new cars is to have them on display where prospective customers congregate. So Ford Motor Co. has started a new marketing program, which puts its cars, trucks and farm equipment on show in major shopping centers.

"The steady growth of the suburbs guarantees a steady growth for our business, so long as we keep the people aware of how well our products fit their daily needs, and so long as we stay close enough to people to learn what they really want," said Edward E. Rothman, Ford's general advertising and sales promotion manager, today.

Mr. Rothman's statement was made in announcing a new marketing setup which Ford is calling American Road Shows. He said shopping centers across the nation "attract 200,000 or more visitors every week." Nearly all these people, he added, go to the centers in cars, meaning "they are potential customers for Ford products; so we decided we'd better figure out a way of taking our cars to the people, rather than waiting for them to come to us."

■ "We think our job is to stay with the public, to design our cars the way they want them, and to display our products in association with the other new developments

(Continued on Page 40)

Richard C. Larko

Norge Names Larko National Ad Manager

CHICAGO, April 23—Norge division of Borg-Warner Corp. has named Richard C. Larko national advertising manager. Formerly he was merchandising manager of the appliance division of Royal McBee Corp., Port Chester, N. Y.

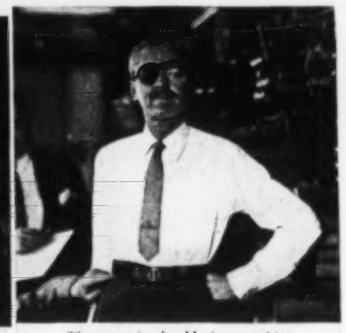
National advertising at Norge formerly was handled by the director of merchandising. Gordon Hurt resigned from that position last December, and is now an account executive at McCann-Erickson, Chicago.

With Mr. Hurt's resignation, Norge established a new post, director of marketing, and appointed Walter C. Fisher. Ed Leary, national sales promotion manager, and Mr. Larko report to Mr. Fisher.

■ Norge said the advertising budget for its laundry and kitchen appliances is "in excess of $6,000,000 annually."

Mr. Larko was with Maxon Inc., Chicago, and Hotpoint Co., Chicago, before moving to Royal McBee. #

The man in the Hathaway shirt



The man in the Hathaway shirt

REPEAT—*C. F. Hathaway kicks off what it calls the largest magazine push in its history with this color page (on left) in Sept. 13 issues of the New York Times and Chicago Tribune magazines. The ad is almost identical to the original "man in the Hathaway shirt" ad (on right) which appeared in The New Yorker in 1951. Sporting a slightly grayer mustache, the Hathaway man appears in the same pose and at the same location as in the '51 ad. Ad copy, also set for Field & Stream, Sports Illustrated and The New Yorker, has been revised. Ogilvy, Benson & Mather is the agency.*

Surveys Show New Car Prospects Down 1% in Milwaukee, 5% in Seattle

Swanson Has 82% of Frozen Food Sales, 'Milwaukee Journal' Finds

MILWAUKEE, April 21—A representative sample of Milwaukee area families have their shopping habits and brand preferences detailed in the 36th annual edition of the *Milwaukee Journal's* "1959 Consumer Analysis." This is part of the Consolidated Consumer Analysis carried on by newspapers in 21 widely scattered markets.

Some 6,000 families were questioned by the *Journal* on their purchases of foods, soaps, toiletries, beverages, home appliances, autos and automotive products and other products and services.

A change in questioning of brand preferences was made this year. Instead of asking for "brand usually bought," the *Journal* asked respondents which brand they bought last. This, the newspaper said, makes figures of previous

(Continued on Page 108)

14% of Families Have Incomes of $10,000 or Up, Says 'Seattle Times'

SEATTLE, April 22—Family income in the Seattle area continues to rise, and nearly one out of seven families has income of $10,000 or more, the 1959 Consumer Analysis of the *Seattle Times* shows.

The study is part of the Consolidated Consumer Analysis done by newspapers in 21 markets.

In part, this rise is the result of more wives at work, though the increase in the number of working wives is less than the increase in family income. The survey shows that one housewife in three has an outside job. In all, 23.4% of housewives have fulltime outside jobs, and 10.8% have parttime jobs. Three years ago 21.2% had fulltime jobs and 10.5% had parttime employment.

Here's the summary showing growth in family income compared with three years ago:

Income	1959	1956
Under $3,000	9.9%	12.3%
$3,000-$3,999	6.5	12.0
$4,000-$4,999	13.1	20.3
$5,000-$6,999	32.6	30.6
$7,000-$9,999	24.2	17.4
$10,000 and over	13.7	7.4

■ The number of families that said, when the survey was made in January, they planned to buy a new car was down from last year, but the number of prospective buyers of used cars was up. In all, 37.4% said they would buy new cars in 1959; this compares with 42.1% last year and 50.5% the big car year of 1955.

The number planning to buy a used car was 62.6%, up from 57.9% last year and 49.5% in 1955.

The number of persons planning to build or buy houses this year is up somewhat over either of the past two years, but it is not so large as in either of the big building years of 1955 and 1956. In all 10.5% say they plan to build or buy in 1959; last year it was 8.5%.

■ Natural gas, available now, has increased its share of the house heating business to 8.2% this year, compared with 4.9% two years ago. Oil, long the favorite, was down a little in the same two-year period, from 84.9% to 82.2% this year. Electricity was up from 3.3% to 4.9% this year. Coal heating

(Continued on Page 104)

'Naked Maja' Is in Trouble Again -as Mail Piece

NEW YORK, April 22—"The Naked Maja"—both the painting by Goya and the motion picture by United Artists—reaped more publicity this week at the Post Office hearing to decide whether postcards of the painting were too obscene for the mails.

At issue were 2,268 colored postcards reproducing the Goya nude masterpiece which the Post Office seized when United Artists attempted to mail them as promotion pieces for its movie named after the painting (AA, April 6 *et seq*).

No definite action came out of the hearing; Examiner William Duvall reserved decision on the mailability of the cards and gave both sides until next Monday to submit briefs.

■ At the hearing, the Post Office took the stand that the painting hanging in a museum is not obscene, but that its use on a postcard to advertise a motion picture is "sexy—pandering to a lewd and

(Continued on Page 110)

Accentuate Advertising Virtues in Counterattacking Foes, ANPA Told

'Balto Sun's' Schmick Says Plus Approach Aids Public, Ad Field Too

NEW YORK, April 22—Newspaper executives attending the annual convention of the American Newspaper Publishers Assn. here heard a call to "launch an attack against those who would interfere with the right of truthful advertising."

This was voiced by William F. Schmick, of the *Baltimore Sun*, chairman of the ANPA's committee on advertising. Mr. Schmick, who reviewed "the efforts of government to interfere with all levels of advertising," asserted, "The time has come for those believing

ANPA Convention

in the importance of advertising to our economic welfare to launch an attack against those who would interfere with the right of truthful advertising. This is not selfish. The interest and welfare of the public are involved.

■ "Advertising is a tremendous lever in the economy," said Mr. Schmick, "but unfortunately that fact has been obscured by the many assaults by theorists who are adopting the philosophy that there is something evil in advertising—something which should be curbed.

"Those who believe in advertising have taken a defensive, rather than an offensive, position. This is not the best method of attack against those who, wheth-

(Continued on Page 102)

NATURAL—*What does a newspaper executive do between sessions of a newspaper convention? He reads a newspaper. Thus Fred Heaberlin, executive editor of the St. Paul Dispatch and Pioneer Press, at the ANPA meeting.*

J. P. Hogue of 'La Presse' Heads Canadian Dailies

TORONTO, April 21—J. P. Hogue, general sales manager of *La Presse*, Montreal, has been named president of the Canadian Daily Newspaper Publishers Assn. He succeeds A. L. Davies, of the *Whig-Standard*, Kingston, Ont. R. W. Southam, publisher of the *Ottawa Citizen*, was elected 1st vp.

The newspaper publishers, who held their annual meeting here last Friday, also granted CDNPA recognition to 86 advertising agencies. These included Baker Advertising; Batten, Barton, Durstine & Osborn; Benton & Bowles; Leo Burnett Co. of Canada; Cockfield, Brown & Co.; Dancer-Fitzgerald-Sample; Donahue & Coe; Erwin Wasey, Ruthrauff & Ryan; Foote, Cone & Belding; Grant Advertising; Kenyon & Eckhardt; MacLaren Advertising; McKim Advertising; J. Walter Thompson Co. and Young & Rubicam.

J. R. H. Sutherland, of the *News*, Glasgow, N. S., was elected 2nd vp of CDNPA, and D. S. Perigoe, of the *Toronto Telegram*, was named treasurer. I. H. Macdonald is general manager. #

DCS&S Elects Four

Doherty, Clifford, Steers & Shenfield, New York, has elected William E. Holden, vp and director, to the post of secretary. DCS&S also has elected James F. Egan, Robert Hayes and Harry M. Ireland, vps and directors, to the post of senior vps. Mr. Egan is in charge of creative services, Mr. Hayes of executive personnel and Mr. Ireland of client contact.

Nielsen Boosts Koessler

A. C. Nielsen Co., Chicago, has appointed William M. Koessler general manager of the Nielsen Coupon Clearing House. He joined Nielsen in 1956.

Duffy Schwartz Is Named Chicago's Adwoman of Year

CHICAGO, April 22—Mrs. Lavinia S. (Duffy) Schwartz, midwestern representative of the Advertising Council, was named Chicago's Advertising Woman of the Year for 1959 by the Women's Advertising Club of Chicago last night.

Mrs. Schwartz, before joining the Advertising Council in 1946, was midwestern regional chief of the Office of War Information's

Lavinia Schwartz

Radio Bureau, and from 1938 to 1943 was midwestern director of education of Columbia Broadcasting System and director of public service of WBBM, Chicago.

Mrs. Schwartz, in accepting the award, said she felt the award was not given her personally, "but was a symbol of a great idea translated through the Advertising Council into practical socially useful activity by the men and women concerned with advertising."

■ She said the award was a tribute to the men, who back in 1941, "believed that advertising's function was not only to sell items for our expanding markets, but also to demonstrate that these same creative skills can be used as a powerful force for the common good."

She added that the award was a tribute to the advertising men and women who have given time to public service campaigns, to business men and advertisers who supported the campaigns and to all those engaged in the communications media who have contributed to the many campaigns conducted by the Advertising Council,

New Avisun Corp. Expected to Name Arndt, Preston

PHILADELPHIA, April 24—Arndt, Preston, Chapin, Lamb & Keen is the front runner in the selection of an agency to handle the recently formed Avisun Corp., joint affiliate of American Viscose Corp. and Sun Oil Co.

The board of Avisun is expected to name the new agency early next week, and is understood to be considering three or four others, including James Thomas Chirurg Co. and Gray & Rogers. Sun and American Viscose declined to discuss who is being considered. Arndt now handles the advertising and public relations for American Viscose.

Avisun was formed to produce resins, films, fibers, elastomers and adhesives. One of its major products reportedly will be a heat and light resistant film which can be used for packaging. Detailed plans for advertising, scheduled for the fall and winter, have not yet been worked out. #

Revlon Negotiates with NBC, ABC for Big TV Series

Revlon Inc., New York, at press time was negotiating with NBC and ABC for a series of 30 hour tv shows starring Marlene Dietrich, Esther Williams, Dick Shawn and 10 shows written by Goodman Ace. If the deal goes through, this series would replace Garry Moore (CBS) on the cosmetics company's tv schedule. Revlon already has cancelled "Person to Person" (CBS).

Earlier in the week, Revlon named Mort Green of the Perry Como writing staff to the new post of director of tv and radio, effective June 1. Mr. Green, who also has written for Milton Berle, the Arthur Murray show and the old "Colgate Comedy Hour," among others, will be responsible for contacts on current Revlon shows and for the development of future programs.

Grove Succeeds Ryan in Top Ad Post at 'Woman's Day'

Woodward Grove, advertising manager of *Woman's Day*, New York, has been named top ad executive on the monthly, succeeding Jerry Ryan, who will retire May 1. Mr. Ryan, who is vp in charge of advertising for the supermarket magazine, will continue as consultant to *Woman's Day*.

Bob Roberts, formerly with *Redbook*, has joined *WD*'s New York sales staff, and Victor Lundemo, now with Fairchild Publications, will shortly rejoin the Chicago sales staff. William Conaway, formerly a promotion manager with Capper Publications, has joined *WD* as assistant promotion manager.

Highlights of This Week's Issue

J. Walter Thompson withdraws Seven-Up radio spot after G-Man says it disparages Federal Bureau of Investigation; later government agency agrees commercial wasn't disparaging, but cites '54 law restricting uses of FBI name or initials ..... **Page 1**

The American Assn. of Advertising Agencies annual meeting sees "speculative" ad campaign by Ogilvy, Benson & Mather for promotion to lure tourists to U.S. ..... **Page 1**

Newspaper advertising linage picture looks brighter in 1959, American Newspaper Publishers Assn. convention is told ..... **Page 1**

International Chamber of Commerce returns to U.S. for biennial congress for first time in 28 years; devotes plenary session to important role of marketing in the economy of the world ..... **Page 2**

In France it's better to be a university professor; in the U.S. it's better to be an advertising man. So reports Francis Elvinger, head of a Paris agency, who calls himself a professor in France, an adman in the U.S. ..... **Page 2**

St. Louis advertising women put on their 25th annual gridiron dinner, rake in $133,000 for cancer research, including proceeds from a sneak preview for men the night before the regular performance ..... **Page 2**

Colgate-Palmolive Co. creates a new drug division, names Herbert P. Nack general manager of the division, effective May 4 ..... **Page 2**

Signs, like other ad media, have been tinkering with technology—new materials, fancy lighting and novel design—to stimulate sales responses by consumers, Advertising Requirements reports in its May issue ..... **Page 2**

Newspaper executives were urged to "launch an attack against those who would interfere with the right of truthful advertising" at the annual convention of the American Newspaper Publishers Assn. ..... **Page 3**

Post Office holds hearing to determine whether postcards with Goya's "Naked Maja" reproduced as promotion for movie "Naked Maja" are too obscene for the mails ..... **Page 3**

Mrs. Lavinia S. (Duffy) Schwartz, midwestern representative of the Advertising Council, is named Chicago's Advertising Woman of the Year for 1959 by the Women's Advertising Club of Chicago ..... **Page 3**

Ford Motor Co. starts new marketing program to put its cars, trucks and farm equipment on show in major shopping centers ..... **Page 3**

Consumer surveys in two cities show new car prospects decline: 1% in Milwaukee and 5% in Seattle ..... **Page 3**

The effectiveness of advertising research is described in the last volume in the Assn. of National Advertisers series on advertising management ..... **Page 11**

Nielsen finds that the number of food chains has dropped between 1953 and 1958 from 273 to 77 ..... **Page 18**

Oil industry asks meeting with Los Angeles air pollution control group in "joint effort to attack smog on all major fronts" ..... **Page 23**

Pierre Martineau flays critics of research in advertising ..... **Page 26**

"Advertising should come to the rescue of politics," McCann-Erickson's Marion Harper Jr. says ..... **Page 28**

Blister packaging is following its success in the retail field with wider applications in other consumer fields and industry, packaging show is told ..... **Page 30**

Newsprint supply is adequate for U.S. and world, ANPA is told ..... **Page 68**

Direct mail, along with mail order, may be the most nearly scientific approach to advertising, Charles E. Garvin, group head, direct mail, J. Walter Thompson Co., tells Kansas City clubs ..... **Page 84**

Institute for Advertising Research, to probe effectiveness of advertising, is organized in Chicago ..... **Page 85**

Gift-Pax Inc., distributor of baby product samples to new mothers, forms affiliate, Bridal-Pax, to distribute products to brides ..... **Page 89**

The industrial buyer is laden with as many emotional complexes as consumers, and is as accessible to the emotional approach, Steel reports ..... **Page 90**

Goebel Brewing Co. brings back, by popular demand, Brewster the rooster, advertising trade character it dropped in 1955 ..... **Page 90**

The U.S. share of the Central American markets has slipped sharply in the past 10 years, and only a return to "aggressive selling and merchandising" will help reverse the trend, Richard Lurie, editor of American Exporter, says ..... **Page 96**

Worldwide television set ownership has risen to more than 77,000,000, "Television Factobook," published by Television Digest, reports ..... **Page 96**

Jobs in advertising agencies will increase in number in coming years, but there will be stiffer competition, Benton & Bowles' Sharon says ..... **Page 100**

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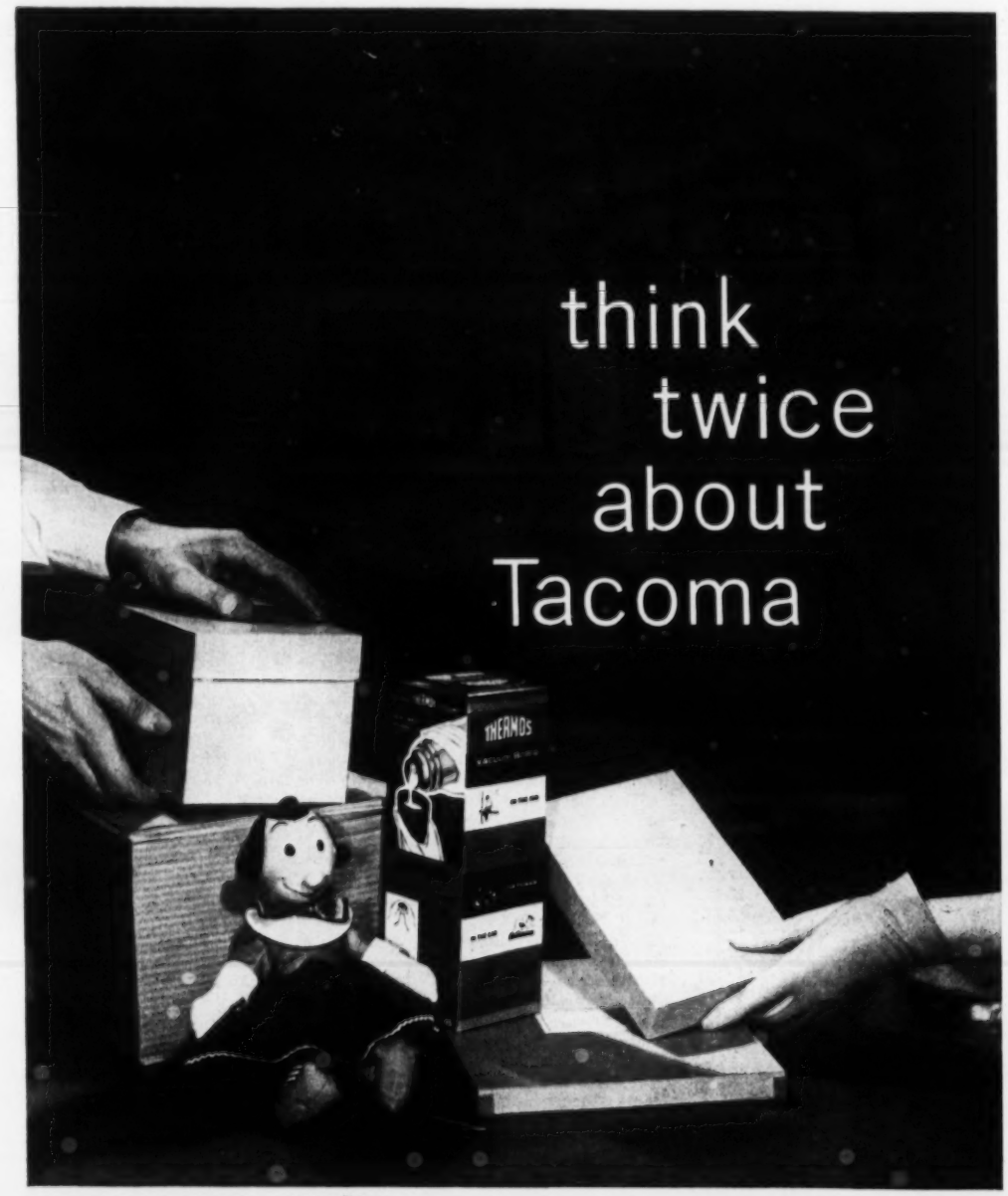
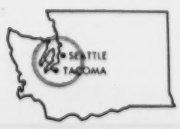


68,678 families*, who buy 14% of all general merchandise sold in the Puget Sound Circle, will never see your ad if it appears only in Seattle newspapers

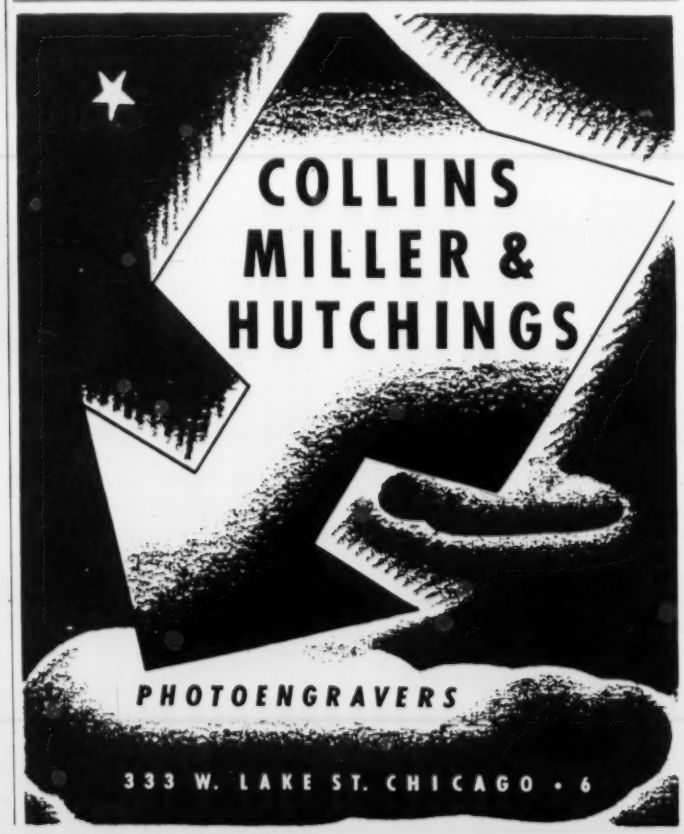
*68,678 families in the important Tacoma Market read the Tacoma News Tribune and not a Seattle newspaper



QUICK FACTS: The Tacoma Market is separate and distinct from the adjoining Seattle Market. Tacoma's Metro Area has a population of 324,200, spends $44,624,000 yearly for General Merchandise and has a spendable income of $561,470,000. The Tacoma News Tribune is the only newspaper with merchandisable coverage in the Tacoma Market . . . delivers more than seven times the combined circulations of the Seattle dailies in this area.

Ask the men at **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco



A message to advertisers about THIS WEEK Magazine:

"WE ARE always gratified to see advertisers consistently using the pages of THIS WEEK to familiarize the same families we are trying to reach through our local promotions with their products. This two-way advertising is the most effective way we know of to build and maintain high store traffic and volume."

Alf L. Bergerud
President, Red Owl Stores, Inc., Minneapolis, Minn.
(153 stores. $157,000,000 annual volume)

This Week in Washington . . .

Shopping Centers Cater to Giant Retailers, Senate Committee Hears

By Stanley E. Cohen
Washington Editor

WASHINGTON, April 23—The Senate small business committee embarks April 28 on an investigation of suburban shopping centers, which should point up significant changes which have been occurring in marketing strategy.

According to the committee, there are complaints from all parts of the country that small retailers have trouble getting good locations and favorable leases in the fancy new shopping centers. If the trend continues, says Sen. Harrison A. Williams (D., N. J.), a member of the subcommittee on retailing, distribution and fair trade practices, the continued existence of independent retailing in metropolitan areas is seriously threatened.

Judging by advance reports, the problem comes down to this: In organizing a shopping center, promoters ordinarily try to line up big name food chains and department stores first. The big fellows get generous leases, while the smaller firms pay more to make up the difference.

One reason promoters favor big names is that they build traffic. But there is another factor which senators are more likely to stress: With the big names signed, sealed and delivered on a long term lease, the promoter is in a position to get easy financing which isn't otherwise available.

New Charge Hits Ratke *In the event you have been following the skirmishing between the Federal Trade Commission and the promotional enterprises of David L. Ratke, president of Parker Advertising, New York, you may be interested in learning that FTC has lost ground.*

Late last year FTC issued a series of complaints about advertising by six different companies controlled by Mr. Ratke. Typical of the issues are these: He advertised Green Plasma as a product which is used to keep the White House lawn green; that he implied that Seven Day Reducer was endorsed or approved by U. S. public health authorities; and that Voltex, a battery additive, is used regularly by the U. S. Navy.

Because FTC has so many attorneys and hearing examiners assigned to Ratke cases, there has been some feeling here that the commission's real strategy is to keep Mr. Ratke so busy defending himself that he won't have time to make a living.

Last month, it looked as if Mr. Ratke was wise to this, and was outsmarting the commission. When the first of the cases reached the hearing stage, he simply threw in the sponge and signed a consent order promising to tone down his ads for Seven-Day Reducer.

■ *Meanwhile he apparently isn't getting along any better with FTC. Today the commission issued complaints against two companies in which Mr. Ratke is an officer: Livigen Laboratory Sales Corp. and Biotex Ltd. The controversy hinges on newspaper and magazine ads for Livigen, which is promoted as a "skin food."*

Poison Problem Beckons Admen Attention, public spirited admen: Did you know that almost 500 children die needlessly each year from accidental poisoning and that another 60,000 are involved in serious, but non-fatal accidents from the same cause? These accidents from common products often found in the home or garage kill more than twice as many children as polio; yet no one is doing very much about it.

Improved labeling might reduce the toll, but it isn't the real answer. Factual studies by the Department of Health, Education & Welfare show that most accidents involve small children nominally under supervision of parents or adults. A mother forgets and leaves an open can of cleaning fluid near a two-year-old while she goes to answer the phone. Or grandpa, as he cleans auto parts, leaves an open can of kerosene within reach of his 16-month-old grandson.

Adults need frequent and dramatic reminders of the fact that household items can often be fatal to small children. The Advertising Council's efforts for the National Safety Council wisely concentrate on that biggest accident killer of them all, the auto. So here's a natural, unclaimed by anyone, ready and waiting for some advertiser or women's magazine editor anxious to take on a public service project. For more information, contact Secretary of Health, Education & Welfare Arthur Flemming.

Ad Arena Is Hard on Politics *Democrat National Committee Chairman Paul Butler told the American Society of Newspaper Editors here last week that the cost of political campaigning is going up as politics moves from the smoke-filled room to the living room.*

The parties not only compete with each other, but they compete with everything else the voter reads or hears. "When we are in the newspapers," he quipped, "we are competing with the witty and well-reasoned expositions on how to save the country and the world which are on your well read editorial pages. And when we go on the air waves we are in competition with the devilishly clever people who devise the commercials."

As he sees it, it is right that political parties should spend more, not less. "We should not apologize," he said, "for spending as much in attempting to switch a voter from one party to the other as commercial sponsors spend in trying to switch customers from the pain reliever that makes holes in your handkerchief to one that zooms around the holes in your head."

Direct Mail Gained in '58 Horace Hart, director of the Commerce Department's printing and publishing division, reports that the commercial printing industry may top the $6 billion volume which the Commerce Department predicted for 1959.

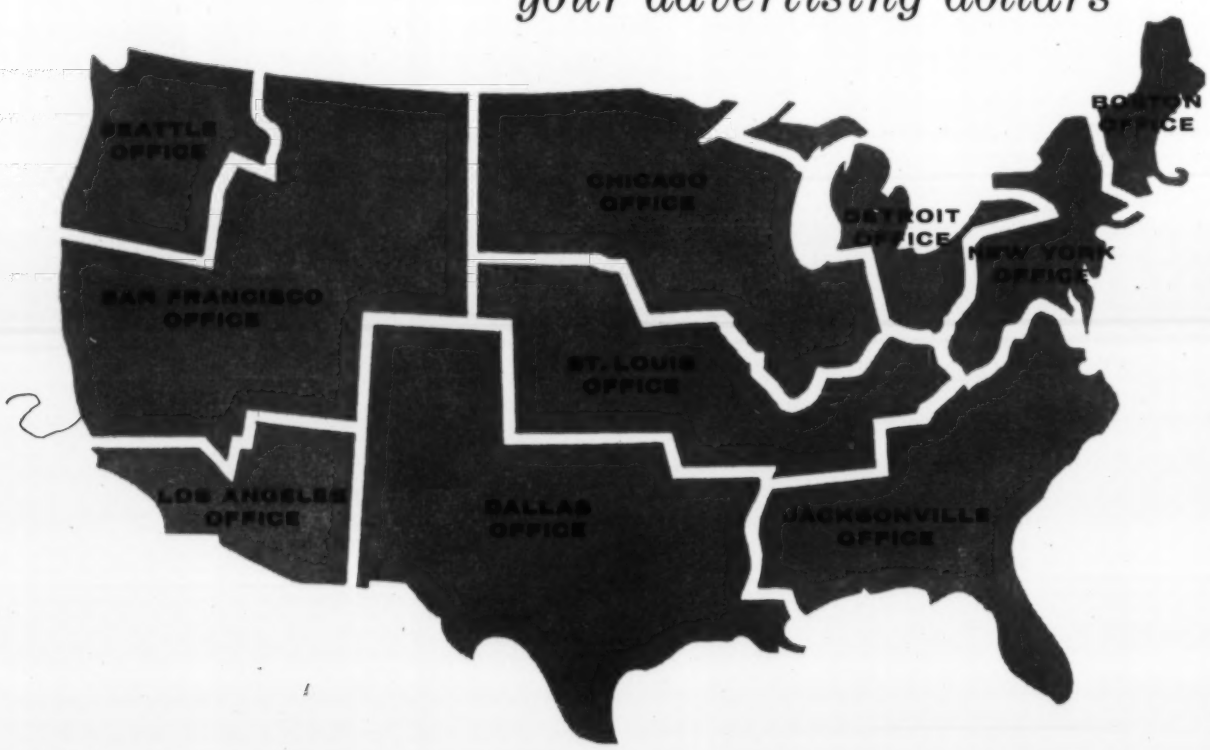
With gross national product up 6.4% in the first quarter of the year, he says, the department's forecasts at the beginning of the year could prove to be conservative.

Final 1958 figures for printing and publishing, now available from Mr. Hart's office, show direct mail up 8% over 1957, but other print media down. Outdoor dipped 4.3%, newspaper linage 6% and periodical linage 6.7%. #

Kimberly-Clark Offers New Como Album as a Premium

Kimberly-Clark Corp., Neenah, Wis., will offer an RCA-Victor 45 rpm record called "Perry Como & His Friends" for 50¢ and the opening strip from any box of Kleenex tissues. The company also will offer a second premium—a $1 record holder—on Kleenex tissues pull-out sheets during the album promotion. The album offer will be promoted on 60,000,000 packages of Kleenex tissues. Foote, Cone & Belding is the agency.

OBJECTIVE: *more selling power from your advertising dollars*



The tremendous selling-power of Television is widely recognized—the unmatched power of *sight* plus *sound* plus *motion*.

And the most efficient form of this tremendous power is Spot Television, because it permits you to concentrate your advertising precisely *when* and *where* you choose.

Major question for management today is: how can our products take full advantage of this power?

Helping advertisers and agencies find the right answers to that question is the business of Blair-TV. For in America's top markets, Blair-TV represents the stations that consistently lead in selling-power per dollar.

Sound advertising decisions require up-to-the-minute data on each of these stations — data you can get at a phone-ring's notice through any of Blair-TV's ten offices.

As television's first exclusive national representative, Blair-TV was founded on the basic principle that alert informed representation is a service vital not alone to stations but also to all Advertising, and to the businesses dependent on it for profit-producing volume.

In meeting this year's quotas, keep the power and flexibility of Spot Television in mind. And keep Blair-TV in mind for stations that do the top selling job in many of your best markets.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

NEW YORK—TEmpleton 8-5800 • CHICAGO—SUperior 7-2300 • BOSTON—KEnmore 6-1472 • DETROIT—WOodward 1-6030 • ST. LOUIS—CHestnut 1-5686
DALLAS—Riverside 1-4228 • JACKSONVILLE—ELgin 6-5770 • LOS ANGELES—DUnkirk 1-3811 • SAN FRANCISCO—YUkon 2-7068 • SEATTLE—MAin 3-6270

58 IN '58

A huge, happy 5,205,000 print order was stacked up last year by publishers of these 58 books. Every one was based on material that appeared wholly or in part in The Saturday Evening Post. The best-seller lists carried nine Post books. Five were book-club selections. Fifteen are new editions by new publishers of Post books which appeared previously.

This is the fascinating stuff that the Post is made of—page after page, issue after issue. This is the editorial vitality that is winning more and more new readers. (Circulation has hit over 6,000,000!) This is the built-in interest that creates repeat reading of the Post *and* repeat exposures for *your* ad page!

A CURTIS MAGAZINE

29 million times each issue, someone turns to your ad page in the Post. That's Ad Page Exposure (APX)!

FCC Seeks More Prime TV Time for Non-Net Shows; Extra TV Channels

WASHINGTON, April 23—The Federal Communications Commission moved on two fronts this week to open up more prime tv time for non-network programming and to get more stations on the air.

While both moves are still tentative they represent measurable progress toward resolution of the two major problems which have occupied much of the commission's attention during the past five years.

As its answer to the long controversy over network domination of tv's best broadcast hours, FCC today issued a set of proposals which (1) limit networks to two-and-a-half hours of option time in each of the four segments of the broadcast day, compared with three hours at present; (2) give local and spot advertisers at least 13 weeks of security from preemption, compared with eight weeks now; (3) force networks to count all straddle programs against option time; and (4) give stations more power to cut off network programs which local management regards as unsatisfactory.

■ On the station shortage problem, FCC told the Senate committee on interstate and foreign commerce that a satisfactory long-run answer is still years away. But as a stop gap, it reported it is ready to water down existing engineering standards in order to squeeze additional stations onto the 12 vhf channels so that all top markets can have at least three competitive services.

FCC's announcement with respect to option time changes was in the form of a notice of proposed rule making. This means that industry members will have a chance to comment on proposed changes, and that the commission can still change its mind. Since June 22 is the deadline for written comments on the plan, FCC isn't likely to resolve the problem until late this year at the earliest.

■ The controversy over option time goes back more than four years, to complaints from film syndicators and non-affiliated station owners who told Congress and the Department of Justice that existing FCC rules give networks an unfair competitive advantage. In testimony before congressional committees, film syndicators contended that networks have such tight control over good time that advertisers have found it necessary to buy network programming instead of spot, and the market for syndicated film has been limited.

In its proposal to retain option time in modified form, FCC sought a compromise between critics who want option time abolished and industry leaders who contend it should be retained intact.

■ One of the features of the controversy has been a behind-the-scenes tug of war between the commission and the Department of Justice, with anti-trust officials taking the position that option contracts represent a form of illegal block booking.

As recently as last February, the Justice Department dispatched a letter formally warning FCC that option contracts "run afoul" of the Sherman Act. In announcing its proposals today, FCC noted the Justice Department's comments were in the record, but it said it is convinced that option arrangements "are reasonably necessary to the successful conduct of network operations" and in the public interest.

■ While only a 4-3 majority had supported the "reasonably necessary" decision which went to the Department of Justice early this year, today's compromise mustered the support of the entire commission other than Commissioner Rosel Hyde. In a brief dissent he said the adjustments proposed by the commission "illustrate how regulation breeds further and more complicated regulation" and "indicates a trend toward a situation where FCC will inevitably find itself more and more deeply involved in regulating the terms and conditions under which stations make their program choices."

■ FCC said its plan to cut maximum option periods from three to two-and-a-half hours is intended to have a two-fold purpose: (1) to give stations more latitude in choosing programs for an extra half hour in each segment of the day, and (2) to put non-network groups (program suppliers, station reps and local, regional and national advertisers) on an equal basis with networks and network advertisers in an additional half hour during each segment of the day.

The straddle rule is aimed at situations where networks lock up extra station time by starting a highly desirable hour or 90-minute program in option time, and running into station time, or vice versa. Under FCC's new proposal any program which begins or ends in option time, and extends into non-option time, will be charged entirely against option time.

■ The new pre-emption rule is designed to assure local or spot advertisers that they will be able to complete a 13-week contract even though a network moves to take the time period. Where a commitment exists for an advertiser to begin a 13-week contract, such as a renewal option, the local advertiser could get as much as 17 weeks of protection.

In proposing new pre-emption arrangements, FCC admitted the existing eight-week rule does not conform to the realities of the industry. Since most contracts are for 13-week periods, it noted, the existing rule makes it difficult for stations and non-network advertisers to enter into a contract for a time period which is subject to network option.

■ FCC's watered down engineering standards, shortening the distance between stations using the same channel, are designed to get more stations into several important markets which currently have only two vhf stations of their own. Among the most important bottlenecks, FCC said, are Hartford-New Haven, Grand Rapids-Kalamazoo, Birmingham, Providence, Dayton, Toledo, Syracuse and Rochester.

FCC said the 12 existing vhf channels cannot handle a tv service adequate for the expanding U.S. economy in the long run. Because each tv station takes almost 600 times as much spectrum space as an individual am radio station, station growth on the 12 available vhf channels has practically reached its ceiling.

■ For the long run, FCC said it hopes to know in a few months whether it can arrange a barter which will provide sufficient additional space in the highly-desirable vhf band for a 50-channel all-vhf system. It added, however, that under the most favorable circumstances, at least a decade would pass before the new channels could be cleared of their existing users, and allocated for use by television. #

Keith R. Matzinger

Matzinger Succeeds Ault at Chrysler

DETROIT, April 23—Keith R. Matzinger has been named advertising manager of the Chrysler and Imperial division of Chrysler Corp.

He replaces Harry L. Ault, who resigned after holding the position for four years. Mr. Ault has not announced his future plans.

Mr. Matzinger formerly was sales promotion manager of the division. That post will be filled by Harry C. Halstead, a member of the division's advertising department.

Both Mr. Matzinger and Mr. Halstead report to James C. Cowhey, division director of advertising and sales promotion. #

Strike Helps Boost 'Post-Dispatch' Sales; Guild Paper Planned

ST. LOUIS, April 23—The *Post-Dispatch*, this city's only daily since the St. Louis Newspaper Guild strike closed the morning *Globe-Democrat*, Feb. 21, has increased its daily circulation 52,600 and its Sunday circulation about 128,000.

Current daily circulation is 465,000 and Sunday is 670,000.

During March, the *Post-Dispatch* advertising volume increased approximately 1,000,000 lines over that of March, 1958, including advertisers added because of the *Globe-Democrat* shutdown and expected increases.

However, in an editorial last week, the *Post-Dispatch* said the public interest calls for early settlement of the strike, and declared the *Post-Dispatch* does not want to see newspaper competition disappear in St. Louis.

■ Meanwhile, representatives of the St. Louis Newspaper Guild have filed incorporation papers with the state to start a morning newspaper. George Dent, *Globe-Democrat* Sunday feature editor and chairman of the "strike newspaper committee," told ADVERTISING AGE that the committee now is studying all factors involved in publishing such a newspaper. The committee will report its findings to the guild membership and the membership will then vote on whether or not to publish a daily, he said.

Mr. Dent said if a newspaper is published it will be a tabloid printed by a St. Louis printer.

At the present time, no negotiating sessions are set up between *Globe-Democrat* management and striking guildsmen. #

Three Name Forjoe

Forjoe & Co., New York, has been named national representative for WQIK, Jacksonville, Fla.; WBOF, Virginia Beach, Va., and WHKK, Akron, O. WQIK formerly was represented by Forjoe only in the South. Hil F. Best Co. previously represented WBOF, except in the South where it was represented by Dora-Clayton Agency. Bolling Co. formerly represented WHKK.

Better Management Is Key to Agency Profits, ANA Told

RYE, N. Y., April 24—"To provide a maximum contribution to corporate profit, advertising management must improve its performance in every area of operation. But before this can occur, efficiency must begin at top management level.

"Without a clear mandate for the 'top,' those responsible in the key areas of advertising management are enormously hindered in their individual tasks of achieving more effective management and administration.

"The key to maximum profit contribution by the advertiser and his agency lies in creative efficiency."

These points were stressed here today by Tad Jeffery, advertising director, Bulova Watch Co., in a talk at the workshop on planning and controlling advertising expenditures sponsored by the Assn. of National Advertisers.

■ Pointing out that the movement to improve advertising management is relatively new, Mr. Jeffery noted that the desire for improvement was given impetus by publication of the ANA guidebook series.

"Bulova," he said, "is a medium-size advertiser and consequently is a fairly typical operation. Like many advertising departments, we have a budget manager. Over-all advertising management is the responsibility of the advertising director, but administration within each key area of the department is the responsibility of the individual in charge of the particular operation.

■ "The budget administrator is involved with all phases of advertising. He works closely with key people in the formulation of planning and execution of all but consumer advertising plans. He is responsible for office administration and project-traffic as well as budget and expenditure control. He is also in a position to foresee our personnel requirements.

"Results? I'm pleased to tell you," Mr. Jeffery said, "that the centralization of administrative controls, methods and procedures under the supervision of a specialist, who by training is cost conscious, is already producing tangible results. We can report specific savings, smoother functioning of the department and more harmonious working relationships—to name the most important dividends thus far."

■ J. Russell Gavin, assistant treasurer, American Broadcasting Co., speaking on the problems in network billings, stressed the need for closer coordination between agency account personnel, network sales service departments, related network station clearance departments and network accounting to simplify and expedite billings.

■ George N. Farrand, treasurer, Young & Rubicam, in discussing various technical aspects of modern agency billing practices, recommended greater simplification and streamlining of billings practices.

"Unlike typical industrial bills," Mr. Farrand pointed out, "which may be paid in as much as 30 days, in many cases only ten days are available for the payment of agency bills. On a large account, it is not uncommon for a pile of agency bills and supporting documents for a single month to reach several feet in height.

"Fortunately," he said, "in this age of electronic computers and scientific management, agencies and clients are changing their procedures to meet this problem." #

Coffee Warfare Perks in Chicago

CHICAGO, April 23—Along with bringing a mountain of coffee to this city, J.A. Folger & Co. also brought about a lively promotion war among the coffee makers who were peacefully entrenched in this formerly staid coffee market.

In addition to the coffee companies, the retail grocery chains are competing to see who can give the best deals on nationally advertised coffees, particularly Folger's. The larger food chains, which market their own brands of coffee, have cut prices drastically to meet the competition.

The battle began in earnest this week following a mailing by Folger of 1,700,000 coupons good for 1 lb. of coffee free for every 1 lb. can purchased.

■ Several of the smaller food chains this week offered a 2 lb. can of Folgers for 39¢ with a coupon. Prices of the 2 lb. cans of Folgers ranged from this low 39¢ to about 59¢.

Thomas J. Webb Coffee Co. has been running large space newspaper ads containing coupons offering 25¢ off on the purchase of a 2 lb. can. The offer will expire May 30.

Great Atlantic & Pacific Tea Co. this week came out with advertising deals for its Eight O'Clock brand, offering its 1 lb. bag for 49¢ (a saving of 10¢), and its 3 lb. bag for $1.39 (a saving of 30¢).

W. F. McLaughlin & Co. has been offering its Manor House coffees for 5¢ off for the 1 lb. can and 10¢ off on the 2 lb. can, a normal deal in the coffee field.

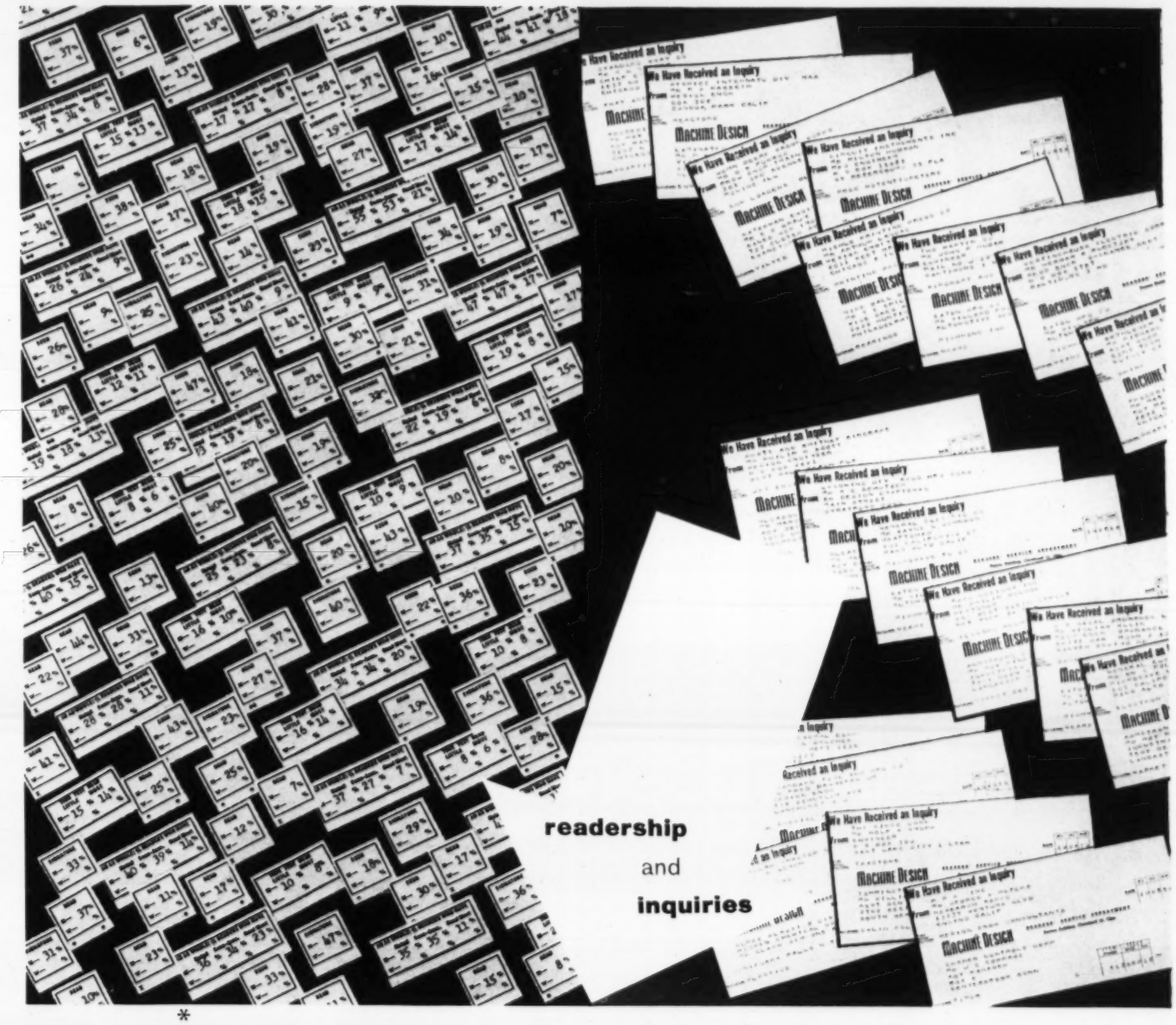
■ Livingston Coffee Co., which introduced its new Fireside Egg coffee into Chicago last month (AA, March 16) and into New York last week (AA, April 20), will start a promotion around May 15 in which it will give away free cans of coffee. Persons who buy cans of the coffee (it sells for about 87¢ for a 1 lb. can), will send in the opening tabs and get a 100% refund.

Hills Bros. is by far the largest selling regular or drip coffee in this market, having about 25% of the volume. A recent pantry survey disclosed that Hills Bros. was followed by Maxwell House, made by General Foods Corp. (11.4%); Eight O'Clock (11.2%); Chase & Sanborn, made by Standard Brands (9.4%); Thomas J. Webb (9.3%), and Manor House (5.7%).

■ Both General Foods and Standard Brands refused to comment on the Chicago coffee situation. One executive said, however, that if his company were preparing an advertising campaign it "would not release anything on it until the first ad was off the press."

■ T. Carroll Wilson, vp and director of advertising of Hills Bros. Coffee Inc., declined to discuss his company's strategy for dealing with the Folger invasion.

"I can't tell you a thing at this time," Mr. Wilson said, "except that we are watching the situation closely. However, I can tell you that we don't propose to lose our first place position in Chicago, which we have held since 1931." #



*

your advertising delivers *both* in MACHINE DESIGN

Only a few out-and-out "inquiry books" can match MACHINE DESIGN's inquiry-pulling power. And no other design magazine attracts as many engineer-readers, or wins so much of their reading time.

MACHINE DESIGN is for you, if you won't settle for less than tangible, measurable advertising results.

And this year, when managements are suspicious of anything that can't prove it's paying its own way, is an especially good year to run a full schedule in MACHINE DESIGN.

**Starch Readership Studies are available on thirteen issues of Machine Design.*

MACHINE DESIGN

a Penton *publication*

Penton Building / Cleveland 13, Ohio

BPA

NBP

New Color Process Offered

Printing Arts Research Laboratories, Santa Barbara, Cal., has developed a new process, called FluoroColor, which eliminates color separation and color re-etching work in plate making. It was developed for reproducing advertisements in newspapers and magazines as well as commercial letterpress, offset or gravure printing. It is not, however, suitable for color photography. The company said the process saves 50% or more on the cost of color plates.

Benton & Bowles Names Three

Benton & Bowles, New York, has appointed Robert Larimer and Arch Nadler copywriters. Mr. Larimer formerly was with McCann-Erickson; Mr. Nadler previously was ad and sales promotion manager of the systems-photo records division of Remington Rand. B&B also has elected Lee Rich, vp in charge of media, to its board of directors.

Alfred Steele, 57, Who Masterminded Pepsi's Climb, Dies

NEW YORK, April 21—Alfred N. Steele, 57, chief executive officer and board chairman of the Pepsi-Cola Co., died in his sleep here Sunday morning, apparently of a heart attack.

Alfred Steele

Mr. Steele, a promotion-minded graduate of Northwestern University, was a quick success at such companies as Union Bed & Spring and Standard Oil Co. (Indiana) long before he arrived at Pepsi-Cola, where he stemmed sagging sales and gave Coca-Cola some marketing problems.

Fresh from college, Mr. Steele talked himself into a job as sales manager of Union Bed and soon came up with a Sono-Meter, which recorded the amount of energy used by people tossing in their sleep. He built an advertising campaign around the gimmick, and Union sales shot up 80% in nine months.

After a stint with the *Chicago Tribune*, which he joined in 1926 as merchandising manager of the rotogravure department, Mr. Steele went to Indiana Standard. There he came up with a Live Power campaign for Red Crown gasoline.

Mr. Steele went to the oil company's scientists and asked them to explain an improved gasoline in laymen's terms. "One scientist," he said later, "used the story of an antelope as an illustration. An antelope travels along at a relatively slow pace until frightened; then he increases his speed many times over. The reserve energy released in the improved gasoline was compared to this speed reserve."

Mr. Steele dramatized his Live Power drive with a wild animal show at the Chicago world's fair. Later, he became a co-owner of the Cole Bros. circus, riding with the touring show for several weeks at a time.

In 1936 he became head of the Detroit office of Columbia Broadcasting System, and subsequently he moved to the New York office of D'Arcy Advertising to work on the Coca-Cola account. He spent nine years at the agency, then switched to Coca-Cola as vp in charge of merchandising.

■ After four years with Coke he switched sides and went to Pepsi as vp. He became president in March, 1950—11 months later. As boss of Pepsi-Cola, Mr. Steele figured in one of the weirdest account switches ever—the move of Pepsi from Biow-Beirn-Toigo to Kenyon & Eckhardt.

In November, 1955, John Toigo, of the Pepsi agency, called in several business paper reporters and said he wanted to kill a rumor that the $7,000,000 Pepsi business was going to move to D'Arcy Advertising, which had recently lost Coca-Cola. Mr. Toigo also wanted to flatten a report that he might go with the account to D'Arcy.

"It is, of course, always possible that Pepsi-Cola might leave Biow-Beirn-Toigo," said Mr. Toigo. "I would be surprised and even shocked if it did. But change is always a client's privilege. I have never in my life followed an account from one agency to another. I do not intend to do so now. If the Pepsi account leaves here and goes elsewhere, I will not follow it.

"I do not believe Pepsi-Cola is leaving us, but any further comment must come from Mr. Steele."

■ Mr. Steele then commented to ADVERTISING AGE in this vein:

"The whole thing is news to me, pal. If people get nervous, I can't help it. I was once a partner at D'Arcy, one of the greatest organizations in the country. I've got no statement to make."

Asked if this meant that Pepsi wasn't going to move out of Biow-Beirn-Toigo, Mr. Steele said:

"That I didn't say, pal. I can't help people's nervousness. What it boils down to, pal, is I've got no statement to make."

Two weeks later Pepsi announced it was dropping Biow. The best "unofficial" explanation of the shift was that Pepsi was unhappy with the fact that another Biow client, Philip Morris, was getting high-fashion advertising copy that looked startlingly like the layouts created for the soft drink. But Pepsi said its move was "not precipitous" and resulted from "a general deterioration" of agency-client relations.

■ Meanwhile Mr. Steele had been busy moving Pepsi up the sales ladder from a low registered in 1949. The first quarter of 1950 saw a loss of $100,000. The company had a record sales year in 1957, when case sales zoomed 148% over the 1950 mark. Gross profit on sales in 1957 was $85,564,391. Pepsi's net that year was $9,559,675, as compared with $8,884,737 in 1956, when gross profit was $69,139,792.

Mr. Steele's program at Pepsi started with strengthening the company's management through executive promotions and additions and market-by-market sales drives. His advertising moved from "twice as much for a nickel, too" to the high-fashion "Serve the modern, the light refreshment" of Biow-Beirn-Toigo. Mr. Steele also took some of the sweetness out of his drink and sliced the size of his bottle. Then he took it into foreign markets and got it into U.S. vending machines.

Where Pepsi-Cola spent $4,000,000 on ads in 1949, it put more than $13,000,000 into its advertising in 1957 and perhaps more last year. Bottlers in 1957 spent an additional amount, estimated at $11,495,000.

■ Mr. Steele leaves a widow, actress Joan Crawford, whom he wed in 1955; a son, Alfred Nelson Steele, and a daughter, Mrs. John Comer. #

Morton Joins Nelson Agency

Edgar P. Morton has joined Lloyd W. Nelson Inc., Minneapolis, as an account executive. He formerly was Minneapolis district sales representative for National Starch Products.

How X-rays show Air Express saves money

CHECK YOUR AIR EXPRESS SAVINGS
over any other complete air service

Wgt.	City to City...Door to Door	Miles	Cost	You Save
10 lbs.	NEW YORK to MINNEAPOLIS	1,020	$ 5.06	$1.45 to 8.32
15 lbs.	DENVER to BOSTON	1,765	10.43	.40 to 4.77
20 lbs.	CHICAGO to DALLAS	795	6.84	1.16 to 7.31
25 lbs.	ATLANTA to KANSAS CITY	710	7.25	.75 to 7.49

Apply these typical examples to your shipping problems

Next time you get an X-ray taken, think of this . . . X-ray tubes cost up to $1,000 each! They're too expensive to be stored idly on shelves. And so delicate they actually lose power if unused. So they're replaced *as needed* via Air Express. With speed. Gentle handling. And low cost. Good reasons for making Air Express *your* shipping choice, too.

AIR EXPRESS
GETS THERE FIRST via U. S. SCHEDULED AIRLINES

CALL AIR EXPRESS ... division of RAILWAY EXPRESS AGENCY

PLEASE READ—*Newspapers will be used by Houbigant to promote Chantilly and Flatterie, its newest French perfume. Hartford, Atlanta, Oakland-San Francisco, Miami, Houston, Los Angeles, St. Louis, Minneapolis-St. Paul, New Orleans-Oklahoma City, Charlotte and Milwaukee are the markets to be used. Ellington & Co. is the agency.*

Ad Effectiveness Research Told in Final ANA Book

NEW YORK, April 24—The Assn. of National Advertisers today released the seventh and last volume in its "Advertising Management Guidebook Series." The newest book is "Evaluating Advertising Effectiveness."

Admen who contributed to the 418-page volume included David Ogilvy, Ogilvy, Benson & Mather; three researchers, Alfred Politz, Ernest Dichter and Pierre Martineau; Maxwell Ule, Kenyon & Eckhardt; Wallace Wulfeck, William Esty Co.; Paul Gerhold, Foote, Cone & Belding; E. L. Deckinger, Grey Advertising, and Lyndon Brown, Dancer-Fitzgerald-Sample.

■ Case histories of pioneering research work by leading advertisers are included in the book. These advertisers include Du Pont, Nestle, General Mills, Monsanto, Prudential Insurance, Armstrong Cork, Borden Co., Union Carbide, Pitney-Bowes, Minneapolis-Honeywell, AT&T, Campbell Soup, Eastman Kodak and General Electric.

Henry Schachte, exec vp of Lever Bros. and ANA board chairman, said the volume's general approach offers management evaluations of markets, motives that move consumers to buy, messages that translate such motives into persuasive advertising, the relative effectiveness of media and the impact of the delivered messages.

■ The seven-volume guidebook series, available to non-members of the ANA at $150 for the set, was described by Paul West, ANA president, as "a unique working tool for solving the daily problems that arise in advertising."

The volumes cover principles of advertising management, advertising organization, advertising plans, advertising budget and cost control, advertising agency relations and advertising personnel management, plus the current volume. #

Industrial Products Names New Ad Manager, Agency

Thomas A. Patterson Jr. has been named advertising manager of Industrial Products Co., Philadelphia, manufacturer of industrial safety equipment and first-aid supplies. He formerly was with Aitkin-Kynett Co., Pittsburgh.

The company also appointed the Ullman Organization, Philadelphia, as its agency for advertising, promotion and publicity.

McClatchy Names Rivett

Dexter E. Rivett has been named director of research of the McClatchy Newspapers, Sacramento, Cal. He replaces O. J. Brightwell, who has become assistant to the business manager of the *Sacramento Bee*, a McClatchy newspaper. Edgar Yankis, a member of the display advertising sales staff of the *Bee*, will replace Mr. Rivett in the company's public relations department.

Leitner Names Garfield-Linn

Leitner Equipment Co., Franklin Park, Ill., manufacturer of open kitchen and food service equipment for restaurants, hotels and institutions, has named Garfield-Linn & Co., Chicago, as its agency.

Schott Joins Bonfield

Fred B. Schott, formerly assistant ad manager of both the Spinco and Berkeley division of Beckman Instruments, has been named copy director of Bonfield Associates, Oakland, Cal.

Chilton Names Horchler

Chilton Co., Philadelphia, has appointed Bennett H. Horchler, formerly general manager of *Applied Hydraulics & Pneumatics*, assistant to Publisher John C. Hildreth Jr. on *Aircraft & Missiles Manufacturing*. Chilton also has moved the publishing staff of *Product Design & Development* from New York to the Chilton Bldg. in Philadelphia.

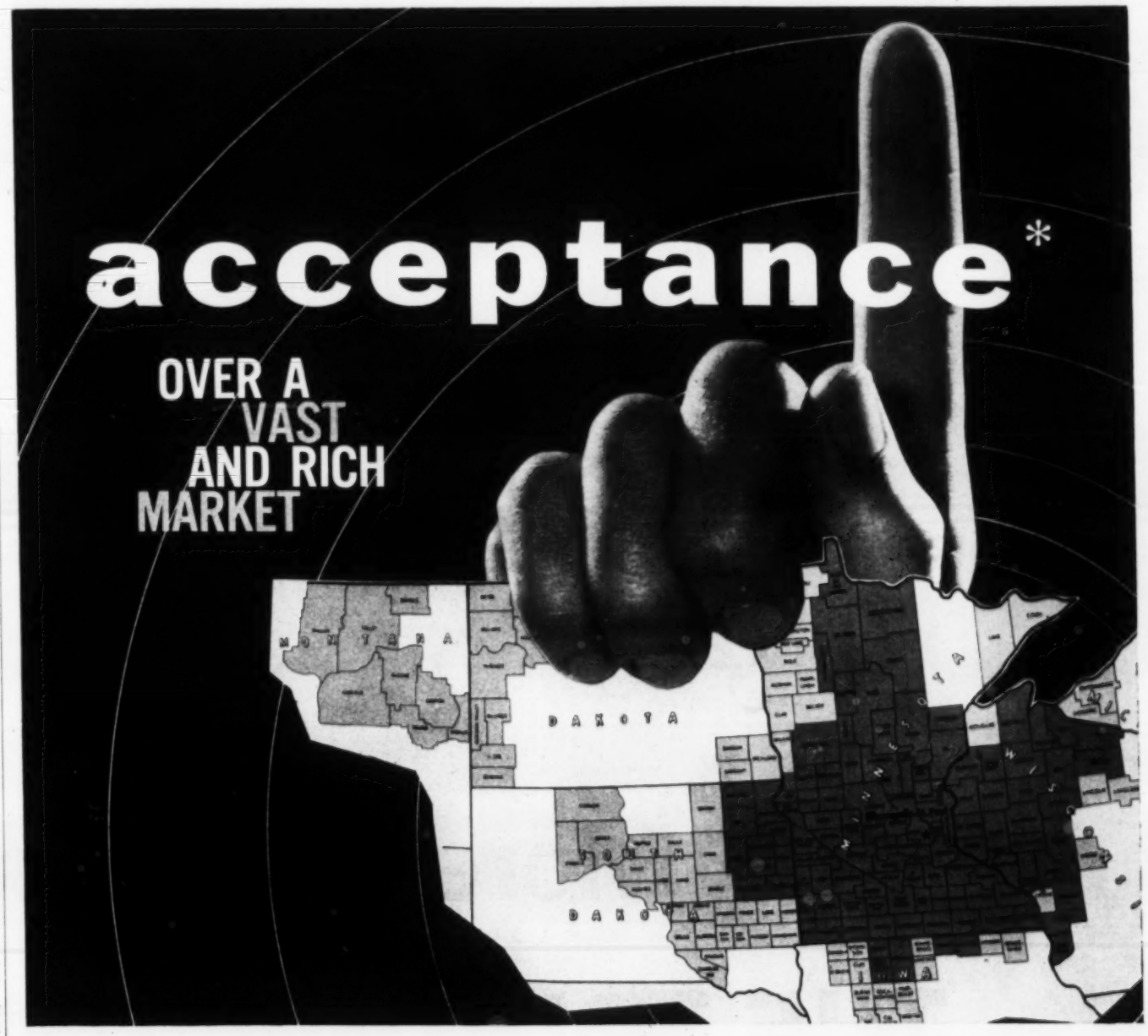
Ziff-Davis Opens in Detroit

Ziff-Davis Publishing Co. has opened an office in the Guardian Bldg., Detroit. Philip A. Streich, formerly with *Motor Age*, has been appointed Detroit representative for the company's publication, *Popular Boating*.

SPEED

When it's hours instead of days, or days instead of weeks, Screen Process can do it.

Put Punch in Point-of-Purchase



WCCO Radio delivers . . .

* **More listeners** than all other Minneapolis-St. Paul stations combined!† 55.8% share of audience!
* **More acceptance** through the vitality of full-size programming that attracts and holds the audience you want to reach.
* **More market** . . . 1,014,720 radio families in 114 basic area counties of Minnesota, Wisconsin, Iowa, and South Dakota. Total service area covers 199 counties extending into North Dakota, Montana, and Upper Michigan.

Call or write for full facts.

WCCO Radio

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station

Represented by CBS Radio Spot Sales

*Nothing sells like acceptance . . .

†Nielsen Station Index, January-February, 1959 / Station Total, 6:00 AM-Midnight, 7-day week.

More readers.....

THE TRIBUNE GETS 'EM

....more advertising-

IN CHICAGO!

The Tribune sells 900,000 copies daily, 1,275,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all the other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

The Editorial Viewpoint . . .

Too Much Concentration

Everyone knows that network television advertising is highly concentrated, largely because there is a limited supply and each bit of it costs a considerable amount of money. But just the same, it is a bit of a shock to learn, from the tabulation released last week, that eight advertising agencies were responsible for more than 50% of network television time sales in 1958.

The largest agency in tv network gross billings accounted for more than $52,000,000 in the medium in 1958, while the smallest of the eight placed almost $25,000,000. Together, these eight agencies accounted for more than $308,000,000 in gross network tv billings.

Seven additional agencies placed from $10,000,000 to $17,000,000 each in network tv during the year, and if we add these to the first group of eight, we find 15 agencies accounting for 71% of total tv network billings—with a total of almost $400,000,000.

According to the same tabulation, there were 136 advertising agencies placing any business at all on network television last year, so the 121 agencies below the top 15 shared among them about $165,000,000 in billings, or 29% of the total. But actually, this puts too good a face upon the distribution of the network business, because about half of 136 agencies accounted for 99% of the billing, leaving 1% for the other half.

We doubt that this heavy concentration is anyone's "fault." And yet, without bothering to spell out any details, it seems to us that there are dangers in this situation which should be carefully examined by everyone involved. It may be that the mechanics of the broadcasting and advertising businesses make this situation inevitable, but in any case the facts call for careful thought about the ultimate welfare of broadcast networks and advertising agencies, to say nothing of the public welfare.

Defining Ad Objectives

At about the same time that E. M. Runyon, director of advertising for California Packing Corp., was telling the West Coast meeting of the Assn. of National Advertisers that management needs a better understanding of what advertising is and what it is not, and what advertising's basic functions and purposes are, John Veckly, director of advertising of U. S. Steel Corp., was telling National Business Publications that advertising managers themselves—as well as agency people and others—often make advertising more of an intangible than it really is, by attributing to it certain qualities it could not possibly assume.

"The only way you can evaluate the effectiveness of advertising is by first defining the job it can do," said Mr. Veckly. "To do this, the advertising manager must first define his advertising objectives. Not broad objectives like 'to increase sales,' but *specific* objectives that assign to advertising only those responsibilities over which it has control and objectives specific to each market or products campaign."

Mr. Veckly has a point of great interest and importance here. Too often the goal of advertising is not sharply and clearly enough defined either to permit adequate assessment of its performance or even to make certain that the approach and the techniques used in the advertising are aimed squarely at securing a specific result.

If generalities are passed over, and all goals are set in sharply defined specific terms, all advertising will benefit. It will be easier to produce and to evaluate, but perhaps even more important—it will be easier to explain and to justify.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Gladys the beautiful receptionist

—Bill Arter, Byer & Bowman Advertising Agency, Columbus, O.

"He's looking for a job. Said merger at his old place was spelled m-u-r-d-e-r."

The Swing Will Come

Despite the fact that a good many people seem to believe that the subject should not be mentioned, it becomes more and more clear that the automobile industry has not yet solved all its marketing problems. This year's models may sell better than last year's, but it is unlikely that the industry will wind up with a year it can be particularly proud of.

Our crystal ball is just as clouded as all the others in this field, but we like to think (because we believe there is still some rationality left in the human race) that sales will start moving sharply upward when the present gas-gougers are replaced with models which pay a little less attention to so-called styling and a little more attention to the facts of life.

Facts like: (a) The human neck is not mounted on a universal joint; (b) most women wear skirts much of the time; (c) narrow, awkward openings are fine in caves, where the average guy can take them or leave them alone; (d) heads are susceptible to damage when brought into sudden and violent contact with steel.

\# \# \#

What They're Saying . . .

Advertising Does It

Putting consumer products across is a tough, hard job, but it can be done.

In addition to having good products, attractively packaged, smartly labeled, and backed by active sales and promotion policies, they still have to be sold. Until they are sold they contribute nothing to the profit of the company, or to the pleasure and welfare of the public.

How to get them sold? By no means an easy question. But, first of all, we would suggest that the manufacturer really know his competition, the over-all market potential, consumer reactions, the economics of the field, and from all these test the saleability and acceptability of his products.

All these done, his advertising comes into first place in his marketing plans. Here, too, he needs to know the how and why of a good advertising approach. Hit or miss can not only be costly, it can be fatal in its results. Sound promotion and productive advertising appeals require the advice and guidance which only experience can give.

Putting a product over isn't easy, but it can be done when one knows what must be done and puts himself in position to get the job done!

—Editorial in Drug Trade News, April 6 issue.

Matter of Time

Postmaster General Arthur Summerfield reportedly went into a rage when he failed to get an invitation to an important political dinner.

It turned out this was not a failure of political protocol at all. The plain fact was that the letter of invitation from the Midwest took more than a week to make it to the Postmaster General's desk. Surely, it couldn't have been a case of "Address Unknown."

—Editorial in The Herald, Bridgeport, Conn.

English as Spoke

Note to the local announcer who says, "Thachew" instead of "that you." Pear-shaped tones alone do not an announcer make.

—Info Magazine, New Haven, Conn.

Rough Proofs

When is a jet plane not a jet?

When it is equipped with turbo-jet engines and operates with propellers, says the Civil Aeronautics Board.

•

Art Decker got a lot of extra mileage out of his talk to a Chicago agency group when Hearst Magazines reproduced it as a spread in AA and other publications.

•

George Stege, retiring from advertising at a young 58, turned Prohibition to his advantage by converting some corner beer parlors into drug stores, where he learned the secrets of successful merchandising.

•

"The purpose of an advertising agency," says the Biddle Co., "is to sell merchandise—not advertising."

But if an advertising agency didn't sell advertising, it would soon become known as some other kind of agency.

•

"NBBB indicts weight reducer ads," the headline says.

The ads appeal to many of the overweight who would like to eat their cake but not have it, too.

•

Ed Ragsdale, general manager of Buick, has retired, probably happy in the assurance that he will never again be called on to represent the sponsor of a championship tv box-fight.

•

Growth companies are the darlings of the stock brokers and the investment fans, and so publishers are letting it be known that they operate growth media, too.

•

Marlboro has really fired up the gals by saying it's "the cigaret designed for men that women like."

They want to be able to like the cigaret without any involvement with men who happen to smoke the same brand.

•

"Unfortunately, more windows will be broken this summer by Spalding baseballs than by any other kind," says an ad in *Sporting News*.

But don't underestimate the ability of sliced Spalding golf balls to break windows, too.

•

"Sick of shoveling snow? Commuting? The rat race?" asks a southern manufacturer looking for an adman.

The climate will undoubtedly be fine, but the rat race is something else again.

•

"Some people," opines *TV Guide*, "are sure to back away from a discussion of baseball or Moliére or applejack or contour plowing."

But when you offer comments about a combination of baseball and tv, you not only get conversation but plenty of arguments, too.

•

Marion Harper Jr. thinks the government should advertise, and Uncle Sam agrees, especially when he can get space, time and service without money and without price.

COPY CUB.

A 1,500 line
10c coupon advertisement on
Rath Frozen Meats in
The Washington Post produced
26,659 coupons or 6.8%
of its total circulation.
This was more than twice the average
per cent of return produced by the
other 42 U. S. newspapers in which
this promotion appeared and at a
35 per cent lower cost
per coupon return.

For more than 20 years Washington's R.O.P. color newspaper

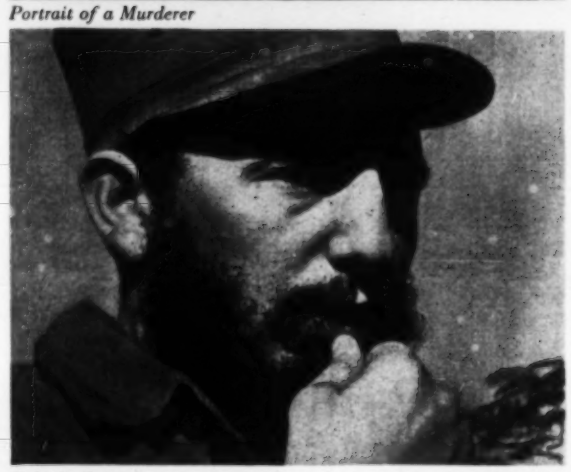
For details call: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

Where We Stand

Portrait of a Murderer

Hungary: Return of the Terror

A Town Has Turned to Dust



Cuba in Arms

The Last Clear Chance

France at the Brink

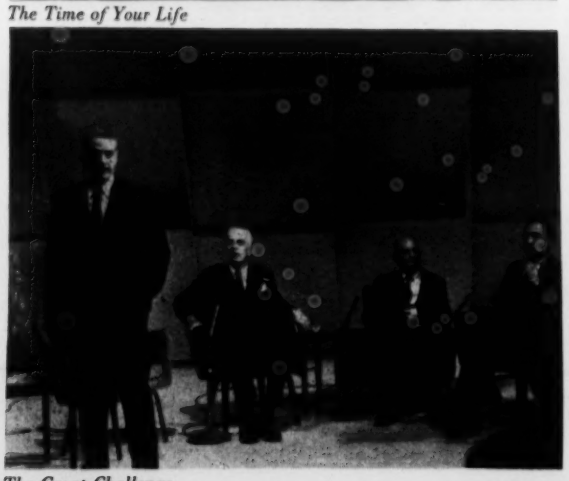
The Days of Wine and Roses

Prologue to the Summit: The Arab Tide

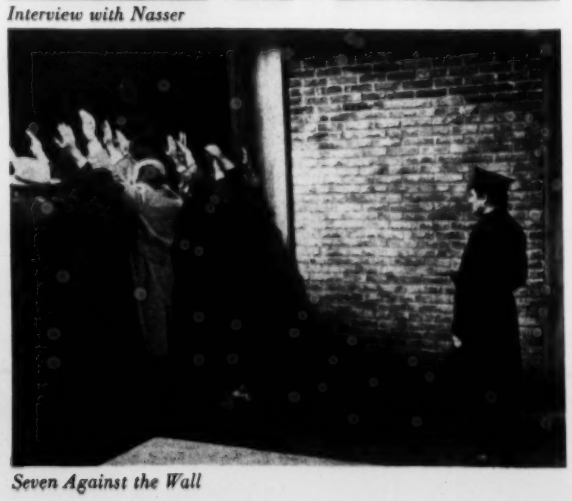
The Time of Your Life

Interview with Nasser

Kuwait: Middle East Oil Prize



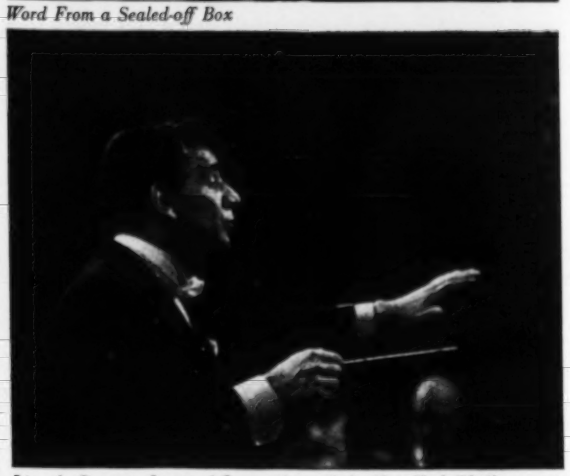
The Great Challenge



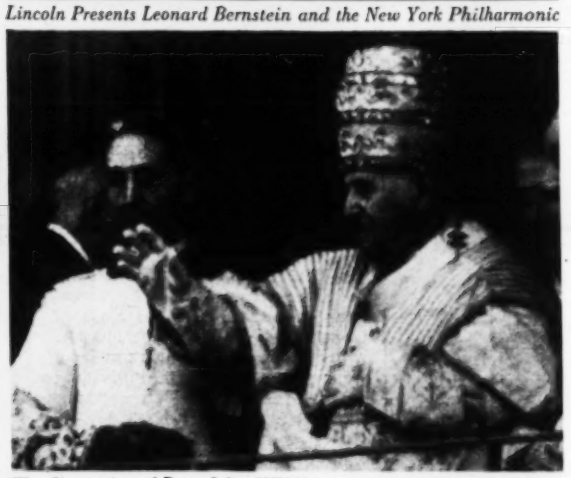
Seven Against the Wall

Old Man

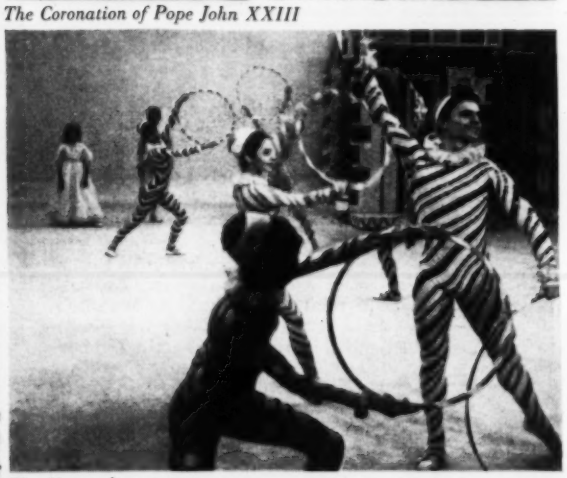
Word From a Sealed-off Box



Lincoln Presents Leonard Bernstein and the New York Philharmonic



The Coronation of Pope John XXIII



The Nutcracker

The Face of Red China

How television serves its public

IF YOU'RE STILL AMAZED by the American people's insatiable appetite for television, you might find the answer in the record of how it serves most of its public most of the time.

The 19,000 broadcasts presented by the television networks in a single year are 19,000 responses to the demands and needs of television's many different "publics."

ONE MEASURE of how well television serves their needs is supplied by the audience itself. Every night, for example, during the average minute, 61 million people are watching their television screens, and this number grows larger every year. Week after week they transform television into the nation's biggest theatre, lecture platform, house of worship and source of news.

Another index of its performance can be found in the annual George Foster Peabody Awards—"the Pulitzer prizes of broadcasting." Earlier this month all of the networks were honored for their contributions to the medium in this gratifying competition in which the public reaps the richest rewards.

FOR THE THIRD CONSECUTIVE YEAR, the Peabody Committee presented what it termed its "most important" award—the one for "Public Service"—to the CBS Television Network. The award was made for a series of special CBS News programs, most of which were scheduled at night to reach the largest possible audiences.

The committee also honored the Network for Television Musical Entertainment *(Lincoln Presents Leonard Bernstein and the New York Philharmonic*..."has inspired a resurgence of interest in symphonic music...") and for Television Dramatic Entertainment *(Playhouse 90* ..."stands alone among dramatic programs in television in aiming at the best . . .")

IT WOULD SEEM ONLY TOO CLEAR that people give more of their attention to television than to any other medium of communication simply because television gives them so much more of what they want. And because they find so much, in such even balance, at a single point on the dial, they turn their attention most often to . . .

The CBS Television Network

500,000 READERS
OF THE
New York Journal-American
ARE IN SUBURBAN FAMILIES
...180,000 more than the second evening paper

From N.Y. Daily News "Profile of the Millions" 1958

Ford Tops Users of R.O.P. Color in February, Hoe Says

NEW YORK, April 21—Newspaper r.o.p. color linage for the first two months of 1959 was 16,132,279 lines—up 7.8% from linage reported for the same period in 1958, according to the Hoe Co. report on r.o.p. color.

Linage for February was 9,344,-305 lines, an 11% gain over 8,-420,523 lines reported in February, '58.

Leading color advertisers in February were Ford cars (237,510 lines); Westinghouse products (223,476); Alcoa Wrap (160,043); Ford Motor Co. institutional ads (153,552); and Sealtest cottage cheese (125,272).

The monthly Hoe report is based on a Media Records check of newspapers in 130 cities. #

CHOICE PIECES—*Armour & Co. will promote its three new Pan O' Gold chicken products—half frying chicken, drumsticks and thighs, and breasts—with 1,000-line ads in newspapers in June. The new products will be introduced in New York, Chicago, Philadelphia, Providence and Sacramento in May. N. W. Ayer & Son is the agency.*

76.2% of Des Moines Listened to Radio

Iowa's blizzard of March 5 and 6, worst in the past decade, left 20,000 cars stranded in Iowa's largest city. Preference of radio service can best be measured when the demand for information is unusually high. More Des Moines people chosen at random in an impartial survey of 500 telephone calls made March 6 said they listened for the greatest part of the storm to KRNT TOTAL RADIO for information than all other stations combined!

and more Listened to KRNT Radio than all other stations combined!

During and following a traffic-crippling snowstorm in Iowa last month (March 5th), public demand for information about impassable roads . . . concern for whereabouts and welfare of relatives was critical!

Fortunately, most people in this area have learned from past experience that KRNT always provides service to fill these personal needs. They knew that KRNT would help, and a thousand business executives, school principals and individuals used KRNT'S aired-telephone interview service with the familiarity of daily routine.

The fact that KRNT is the preferred source of help and information in times of emergency stands as proof of KRNT's image of dependability in the minds of people in Central Iowa. Obviously, KRNT has earned this recognition with long-standing excellence in public service . . . reliability that is vital in all selling! KRNT advertisers know this. They used twice as much KRNT Radio in February of 1959 as in the same period a year ago. It's no wonder that most people listen to, believe in, and depend upon the COMPLETE radio station in Des Moines, KRNT TOTAL RADIO!

KRNT
TOTAL RADIO in Des Moines

According to another recent survey (when there was no emergency) . . . a depth study by Central Surveys, Inc.,

KRNT RATED AS THE TOP DES MOINES STATION:

- MOST PEOPLE LISTEN TO MOST
- MOST RELIABLE NEWS
- MOST BELIEVABLE PERSONALITIES

Represented Nationally by THE KATZ AGENCY

Nielsen Cites Dip From 273 to 77 in Food Chains' Ranks

CHICAGO, April 21—Fewer retail food chains are doing more business, and this trend is bringing about decided changes in the selling approach of many manufacturers, according to the "Nielsen Researcher," a publication of A. C. Nielsen Co.

Based on studies from 1953 to 1958, 273 chains involved in acquisitions or mergers have been reduced to only 77 at the close of last year. In a 10-year period following 1948, the publication said, the total number of individual chain stores declined from 28,500 to 20,500 at the end of 1958.

Benefits from this increase of ownership concentration may be reflected in greater efficiency in distribution of products, the Nielsen publication said. Consumers may profit from a greater array of foodstuffs available from manufacturers, who are enabled to move larger amounts. #

Brunswick, Aloe to Merge

Brunswick-Balke-Collender Co., Chicago, and the A. S. Aloe Co., St. Louis, will merge soon, with Aloe becoming a division of Brunswick. Aloe manufactures medical, hospital and laboratory furniture, and distributes surgical equipment, instruments, supplies, laboratory apparatus and chemicals. Brunswick manufactures sports equipment, classroom furniture and aircraft equipment. The merger is subject to approval of the companies' boards of directors, which will meet in June.

Niles Adds Four to Staff

Fred A. Niles Productions, Chicago, has added four men to its staff. They are Elliot Schick, producer-director, formerly with United Film Service, Chicago; Les Urbach, producer-director, from WGN-TV, Chicago; H. Richard Hertel, film editor, formerly with Dallas Jones Productions, Chicago, and Norman E. Lasko, production art director, from Wilding Picture Productions, Chicago.

Chilean Airline Names Koehl

LAN Chile Airlines, national airline of the government of Chile, has appointed Koehl, Landis & Landan, New York, to handle its advertising in the U.S.

Reprinted from April 13 Supermarket News

HERE ARE YOUR BEST CUSTOMERS...

...the kind of shoppers you like best in your stores. ***What makes them so ideal? Lots of things, like:***

They're enthusiastic—people who are half-sold on a lot of brands are customers to gladden the eye.

They're aware—they read the ads and respond to what's going on around them. They're in the market for brand names.

They're active—not in a rut; they respond to new ideas. They get up and go, need lots of the brands you sell. They are great repeat buyers.

They have vitality—they're anxious to try. They spark to ideas and promotions they see around them.

Those are the facts... and the facts of LIFE. And why not?

For your ideal customers are LIFE readers. LIFE has their spirit; their same attitude about living. It's no wonder these buyers reach out for LIFE week after week. Like them, LIFE is active, aware and vital.

ACTION is a fact of LIFE

...says Jeno F. Paulucci, President, Chun King Sales, Inc.

"...We are pleased to advise that in spite of the reputed business recession we have more than doubled our increase over the past years. We feel the response of the consumer ... the retail trade ... our own salesmen ... to the sales ACTION generated by our consistent LIFE advertising has played a real part in our increased volume ..."

AWARENESS is a fact of LIFE

. . . says R. J. Steib, Manager of Grocery Products Sales of Corn Products.

"Results of our 24-page LIFE spectacular exceeded all expectations. Mass supermarket displays were at an all-time high. Newspaper tie-ins were excellent . . . promotion had tremendous acceptance with our own salesmen. We are convinced the LIFE ad created greater consumer AWARENESS of our products and their versatility in cooking."

ENTHUSIASM is a fact of LIFE

. . . say R. Z. Ellers, Advertising Manager, Sunkist Growers, Inc. and R. J. Foley, Director of Food Store Sales, Bristol-Myers Company.

"Sunkist Growers and Bristol-Myers had an important story to tell . . . the use of two products—fresh lemons and Bufferin—for a total cold relief treatment.

"LIFE was selected as the magazine to announce the story. The ENTHUSIASTIC response of sales force . . . retail trade . . . and the cold sufferers of America can be directly related to our ad in LIFE."

MORAL: Good customers live in LIFE households. The kind of people who build traffic in your stores . . . turnover in your supermarkets . . . profits in your till. If they see it in LIFE, in your local advertising, then on your shelves, that's a parlay that's hard to beat.

IT'S A FACT THAT:

JANUARY-APRIL, 1959

FOOD PRODUCTS

Adolph's Ltd.
- Adolph's Salt Substitute
- Adolph's Sugar Substitute

American Dairy Association

American Home Products Corp.
- Chef Boy-Ar-Dee

American Sugar Refining Co.
- Domino Sugar

Armour & Co.
- Canned Meats
- Dash Dog Food

Barley & Malt Institute

Best Foods Inc.
- Hellmann's & Best Foods Mayonnaise

Borden Company
- All Borden Ice Cream & Milk

California Packing Corporation
- All Products

California Prune & Apricot Growers Association
- Sunsweet Prunes
- Sun-Maid Raisins

Campbell Soup Company
- Campbell's Soups

Carnation Company
- Carnation Evaporated Milk
- Carnation Instant Chocolate Drink
- Carnation Instant Milk

Chun-King Sales, Inc.

Cling Peach Advisory Board
- Cling Peaches & Fruit Cocktail

Corn Products Company
- Mazola

Florida Citrus Commission

Food Specialities, Inc.
- Appian Way Pizza Pie Mix

Foremost Dairy Corporation

General Foods Corporation
- Dream Whip
- Jell-O Gelatin
- Post Toasties, Post Tens, Post Grape-Nuts, Post Alpha Bits
- Swans Down Cake Mixes
- Tang

General Mills
- Cereal Line Promotion

Glass Container Manufacturer's Institute

Great Atlantic & Pacific Tea Co.
- 100th Anniversary
- A & P Coffee
- Ann Page Products
- Quaker Maid

Hills Bros. Coffee Inc.

Home Style Food Products Co., Inc.
- Greenwood Canned Vegetables

Hurst Bean Co.
- Dried Beans

Kelling Nut Company

Kellogg Company
- All Products

Libby, McNeill & Libby
- Frozen Foods

Loma Linda Food Co.
- Gravy Quik

M & R Dietetic Labs, Inc.
- Pream

National Biscuit Company
- Dromedary Dates
- Milkbone
- Premium/Snowflake
- Snacks

VITALITY is a fact of LIFE

. . . says Prentice-Hall, distributor of LIFE's Picture Cook Book.

LIFE's Picture Cook Book gross sales for the first 15 weeks hit $2,350,000 . . . it's in its second printing (100,000 copies) . . . 165,000 people ordered it, sight unseen . . . bookstore sales showed unusual VITALITY . . . one of the most successful book projects in our 46 years of publishing."

Food advertisers invest far more for selling in LIFE than in any other magazine

RANK	MAGAZINE	1958 REVENUE
1	LIFE	$17,386,018
2	Ladies' Home Journal	8,343,628
3	Saturday Evening Post	7,079,929
4	Look	6,202,891
5	Better Homes and Gardens	5,551,677

Source: P.I.B.

You'll find your best selling items are ADVERTISED IN LIFE

National Cranberry Association
Ocean Spray Cranberry Products
National Dairy Products Corp.
Cheez Whiz
Kraft Caramels
Kraft Cheeses
Kraft Confections
Kraft Fudgies
Kraft Jellies & Preserves
Sealtest Ice Cream
Nestle Company
Nestle's Decaf
Pillsbury Mills
All Products
Quaker Oats Company
Aunt Jemima Pancake Mix
Aunt Jemima Oatmeal Bread Easy Mix
Ken-L-Meal
Puss 'n Boots Cat Food
Quaker & Mother's Oats
Rath Packing Company
Rath Black Hawk Meats
Reddi-Wip, Inc.
Star-Kist Foods
Stokely Van Camp, Inc.
Pork & Beans
Sunkist Growers, Inc.
Swift & Company
All Products
Wakefield's Deep Sea Trawler's, Inc.
Alaska King Crab

HEALTH & BEAUTY AIDS

A. S. R. Products Corporation
Pal Blades
American Can Co.—Marathon Division
Northern Tissue
American Hard Rubber Company
Ace Combs
American Home Products Corporation
Anacin Tablets
Dristan
Blistex, Inc.
Blistex Remedy
Bristol-Myers Company
Bufferin
Vitalis
Bourjois, Inc.
Bourjois Deodorant Special
Campana Sales Company
Bantron
Chemway Corporation
Senator Division
Chesebrough-Pond's, Inc.
Pond's Cold Cream
Clairol, Incorporated
Colgate-Palmolive Company
Colgate Dental Cream
Cooper, Wm. & Nephews
Pulvex
Curtis, Helene Industries Inc.
Helene Curtis Cosmetics
Distillers Corp., Seagram's Ltd.
Coldene
Drug Research Corporation
Regimen Tablets
Eastco, Inc.
Clearsail
Ezo Products Company
G. E. Labs
Troutmen's Cough Syrup
Grove Laboratories
No Doz
Johnson & Johnson
Cotton Buds
Medicated Powder
Kimberly-Clark Corp.
Kotex
Lanolin Plus, Inc.
Lavoris Company
Lehn & Fink Products Corp.
Dorothy Gray Products
Tussy Products
Lewis-Howe Company
Tums
Mennen Co.
All Products
Merle Norman Cosmetiques
Miles Laboratories Inc.
Alka-Seltzer
Morton Manufacturing Company
Chap Stick
Lip-Eze
Murine Company, Inc.
Pearson Pharmacal Company
Eye Gene
Sakrin Ennds
Revlon Products Corporation
Colors Unlimited
Schick Incorporated
Schick Shavers
Scholl Manufacturing Company
Dr. Scholl's Zino Pads
Sofskin, Inc.
Stanback Company, Ltd.
Stanback Analgesic Powders & Tablets
Sta-Rite Ginnie Lou Bobby Pins
Sterling Drug, Inc.
Bayer Aspirin
Phillips' Milk of Magnesia
Tipsco Co.
Tips
Vick Chemical Company
Vicks Double-Buffered Cold Tablets
Vitasafe Corporation
Vitamins
Warner Lambert Pharmaceutical Co.
PRO Double Duty Tooth Brush
Listerine Antiseptic
Weco Products Co.
Dr. West's "Germ Fighter" Toothbrush
Whitehall Laboratories
Kolynos Tooth Paste
Winarick, Arthur Inc.
Jeris Antiseptic Hair Tonic

SOAPS, CLEANSERS & POLISHES

Armour & Co.
Dial Soap
Barnet, James R. Company
Quickie Spray Shine
Colgate-Palmolive Company
Vel
General Foods Corp.
SOS
Knomark Manufacturing Co., Inc.
Esquire Shoe Polish
Metal Textile Corp.
Chore Girl Pot Cleaner, Golden Fleece Pot Cleaner and Scour Cloth
Purex Corporation
Beads O' Bleach
Dutch Cleanser
Simoniz Company
Floor Wax
Vista

CONFECTIONERY & SOFT DRINKS

Beech-Nut Life Savers, Inc.
Life Savers
Brach, E. J. & Sons
Brach's Candy
Bubble Up Corporation
Bubble-Up
Canada Dry Ginger Ale, Inc.
Canada Dry Mixer
Coca-Cola Company
Dr. Pepper Company
Mars, Inc.
Marsettes
National Chicle Products Co.
Harvey's Sugarless Gum
Nehi Corporation
Royal Crown Cola
Pennsylvania Dutch Candy Co.
Pepsi-Cola Company
Planters Nut & Chocolate Company
Planters Chocolate Products
Seven-Up Company

BEER & WINES

Anheuser-Busch, Inc.
Budweiser Beer
Carling Brewing Company
Carling's Black Label Beer
Carling's Red Cap Ale
Miller Brewing Company
Miller High Life Beer
Monarch Wine Co.
Manischewitz Wine
National Brewing Company
National Beer
Schlitz, Joseph Brewing Company
Schlitz Beer
Theo. Hamm Brewing Company
Hamm's Beer

SMOKING MATERIALS

American Tobacco Company
Dual Filter Tareyton Cigarettes
Lucky Strike Cigarettes
Pall Mall Cigarettes
Brown & Williamson Tobacco Corp.
Kool Menthol Treated Cigarettes
Viceroy Cigarettes
Cigar Institute of America
Consolidated Cigar Corporation
Dutch Master Cigars
General Cigar Co.
Robert Burns Cigarillos
Liggett & Myers Tobacco Company
Chesterfield Cigarettes
L & M Filter Tip Cigarettes
Oasis Cigarettes
Philip Morris, Inc.
Marlboro Cigarettes
Reynolds, R. J. Tobacco Company
Camel Cigarettes
Salem Cigarettes
Winston Cigarettes
Ronson Corporation
Ronson Accessories
Stephano Brothers
Trend—Little Cigars
United States Tobacco Company
King Sano Cigarettes

HOUSEHOLD SUPPLIES

Aluminum Co. of America
Alcoa Wrap
American Home Products Corporation
Plastic Wood
3-in-1 Oil
American Can Co.
CANCO Fiber Milk Cartons
American Tack Co., Inc.
Arnott Chemical & Exterminating Company, Inc.
Arnco Mole & Gopher Destroyer
General Electric Company
Light Bulbs
Gering Products Inc.
Tidy-Mat Shelf Liner
Magla Products, Inc.
Magla Ironing Board Covers
Orchard Paper Co., Inc.
Prev
Pioneer Rubber Company
Bluettes Household Gloves
Scott Paper Company
Scotkins
Soft Weve
The Sargent-Gerke Co.
Sargent Realcoat, Fast-Spray, Aerosol Products

MISCELLANEOUS

Carter's Ink Company
Dixie Cup Company
Kayser-Roth Co.
Esquire Socks
Fruit of the Loom Socks
Listo Pencil Corp.
Scripto, Inc.
Scripto Pens & Pencils
Swift & Company
Vigoro

Because of last-minute changes, some items may be omitted.

Quantity has always been a fact of LIFE

Fact: 15,320,000 households are reached by an average issue of LIFE.

Fact: In an average community—(like yours)—these LIFE households represent 31 per cent of all households, yet they spend 37 cents of every dollar spent for food, beverages and tobacco.

What's more: 13 issues of LIFE reach 70 per cent of all U. S. households . . . households that account for 78 cents of every dollar spent for food products. That's why it pays a supermarket man to look into the facts of LIFE . . . to sell the brands advertised in LIFE.

Oil Group Asks 'Smog Team' to Probe Gas Recipe

Afterburners, Exhaust Component, Carburetors Also Cited for Testing

LOS ANGELES, April 21—The oil industry here has asked the Los Angeles air pollution control district to meet with its technical experts as soon as possible "in a joint effort to attack smog on all major fronts."

"This is the first step," explained Felix Chappallett, vp and general manager of Western Oil & Gas Assn., "in fulfilling the six-point program presented to the Los Angeles County board of supervisors by A. C. Rubel, chairman of our air pollution policy committee."

Mr. Rubel, who is also president of Union Oil Co. of California, last week told the supervisors that "changes in the composition of gasoline will have no appreciable effect on smog and will cost the public more money" (AA, April 13).

■ This was an indirect comment on the action of Tidewater Oil Co. in launching a major ad campaign based on the "clean burning" properties of its "anti-smog" gasoline (AA, March 16, 30).

In a letter to Smith Griswold, air pollution district control officer, Mr. Chappallett reiterated the oil industry's offer to do all it can to help find an answer to the smog problem, which has plagued this area for several years.

Mr. Chappallett suggested the following areas of discussion for a meeting of a "smog evaluation" team, to be composed of oil industry scientists and representatives of the district:

1. Testing of automobile exhaust afterburner devices.
2. Further exploration into auto carburetors and their relation to vapor loss.
3. Evaluation of gasoline composition in relation to the exhaust problem.
4. New research into the problem of nitrogen oxides, a component of smog.
5. An approach to the automobile maintenance problem. ≠

New 'Convention Planning' Adds 'Trade Show' to Name

Convention Planning, new forthcoming journal of the American Assn. of Convention Planners (AA, April 13), will change its name to *Convention Planning/Trade Show Management*. The first issue is slated for late June. Geneva Bugbee, secretary of the association, said the group planned to issue *Trade Show Management* later in the year, but because "the advertiser and the market dovetailed," the two publications will be combined.

Circulation guarantee will be 13,480, with a bonus of 6,000 additional to cover trade show managers. Advertisers who act under rate card No. 1, based on $480 a b&w page, will receive the bonus at no extra charge.

Golliday Elected President

C. Leslie Golliday, general manager of WEPM, Martinsburg, W.Va., has been elected president of the West Virginia Broadcasters Assn. John Shott, WHIS-TV, Bluefield, W.Va., was elected vp, and A. W. Vickers, WOAY, Oak Hill, secretary-treasurer. Elected to the new post of executive secretary was Mary Sonis, widow of Berton Sonis, manager of WTIP, Charleston, before his death.

Cleveland Broadcasting Buys WERC, Erie ABC Unit

Cleveland Broadcasting, owner and operator of WERE, Cleveland, has purchased WERC (am and fm), Erie, from WERC Broadcasting Corp. The sale is subject to the usual Federal Communications Commission approval.

The 5,000 kw Erie outlet is a regional ABC affiliate and is a key station in WERE's Cleveland Indians baseball network.

St. Charles Names Datche

St. Charles Garment Co., St. Louis, has appointed Datché Advertising, St. Louis, to handle its advertising and act as sales management counselor to plan and execute sales programs.

London Advertising Moves

London Advertising Agency, Newark, has shifted its operations from Newark, where it has been located the past 10 years, to 228 S. Harrison St., East Orange, N. J.

EVEN JOHN CAPLES* LAUGHED

when we set down the promise he'd get a reservation confirmed at any Sheraton Hotel in just 4 seconds. "Make it believable," he said. "Change it to 59 seconds." But, so help us, electronic Reservatron works faster than that. The proof is when you call your nearest Sheraton Hotel. **SEND FOR FAT FREE BOOKLET:** 96 pages describe the delights awaiting you in 47 Sheraton Hotels in 39 cities. A boon for you — and for us (we're testing this ad). Address: Sheraton Corp., Ad Age Ad #1, 470 Atlantic Ave., Boston, Mass.

*Noted copy-testing expert and author of "They Laughed When I Sat Down at the Piano."

it's easy to see through a printing salesman who talks "adjectives"

"Best" . . . "quality" . . . "service-minded" . . . are tired words. However, they're still being mouthed by some printing salesmen who depend more on these worn phrases than their knowledge of printing processes and the versatility and techniques within these processes. We're happy to report, you'll find none of these "adjective hounds" on Gugler's sales staff.

Most of our customers like to refer to our salesmen as "men in the know, printing-wise." They can talk your language. Pin them down on technicalities about silk screening . . . about outdoor spectaculars . . . p.o.p. displays . . . dayglo colors . . . about labels, too . . . and they'll come right back at you with intelligent, constructive suggestions as the answer to your printing problem.

They do it every day . . . as a part of their job as printing consultants, first . . . printing salesmen, second. Welcome these men . . . or call them . . . it'll profit you to do so.

Gugler LITHOGRAPHIC CO.

1339 NORTH MILWAUKEE STREET, MILWAUKEE, WISCONSIN

Sales Offices: New York • Chicago • Seattle • San Francisco • Los Angeles • St. Louis • Atlanta • Detroit • Houston • Tulsa

In MARCH,
average daily circulation of the
New York Journal-American
was over
618,000
...136,000 more than the second evening paper

Hailer Gets Ludlow Ad Post

Robert C. Hailer, formerly ad manager of Kendall Co.'s Kendall Mills division, Walpole, Mass., has been named advertising and sales promotion manager of Ludlow Mfg. & Sales Co. and its subsidiary Ludlow Papers Inc., both of Needham Heights, Mass.

'Redbook' Raises Rates

Redbook will increase its annual average net paid circulation guarantee to 2,850,000, effective with its September issue. This is 150,000 copies above the current guarantee. Basic rate for a b&w page will go up from $9,635 to $10,260.

3 Agencies Join DMAA

Three advertising agencies have been elected to membership in the Direct Mail Advertising Assn., New York. They are Anderson & Cairns and Robert E. Wilson Inc., both of New York, and D. P. Brother & Co., Detroit.

Martineau Hits Critics of Research, but Predicts Peace

CHICAGO, April 21—Trite advertising and creative persons in advertising who oppose research were thoroughly flayed here last week by Pierre Martineau, director of research and marketing of the *Chicago Tribune*.

In a peppery tirade before the Advertising Executives Club of Chicago, Mr. Martineau predicted that creative research is here to stay. The battle is nearly over between creative and research people in the ad field, he said.

"Advertising is just as mass produced today as stamping out an automobile," Mr. Martineau charged. "There is damn little creativity in today's advertising. Some of the larger companies just use the sheer weight of their advertising to get their messages across."

■ Describing creative admen as "intellectual mercenaries" he went on to charge that creative people in agencies are "marginal people—not like the ordinary people that they are writing ads for." He scoffed at typical career women in advertising who feel that they know just what the average housewife wants. "Adwomen are thousands of miles apart from the women who read their ads," he charged.

He described research as a "stimulator and fact gatherer" for creative people, and a valuable tool in obtaining information about what persons who read ads think about the ads.

"Research will never replace creativity," Mr. Martineau said. "The best researcher in the world probably couldn't write a good ad. Creative people should welcome research and learn how to use it effectively."

■ In reply to a theory of James D. Woolf, a columnist for ADVERTISING AGE, that all anyone needs in order to write good copy is common sense, Mr. Martineau asserted that "anyone relying just on common sense to write good ad copy must be a genius."

He warned that advertising must create the differences between products because of the similarity of competing products today. "Advertising must be more effective," Mr. Martineau said. "Trite advertising just won't do today." #

Gordon & Hempstead Opens Branch Office in L.A.

Gordon & Hempstead, Chicago, has opened a branch office at 3460 Wilshire Blvd., Los Angeles. James Patte has been named vp of West Coast operations. He formerly was consultant on special advertising and public relations projects for the Atomic Energy Commission and the Marine Corps.

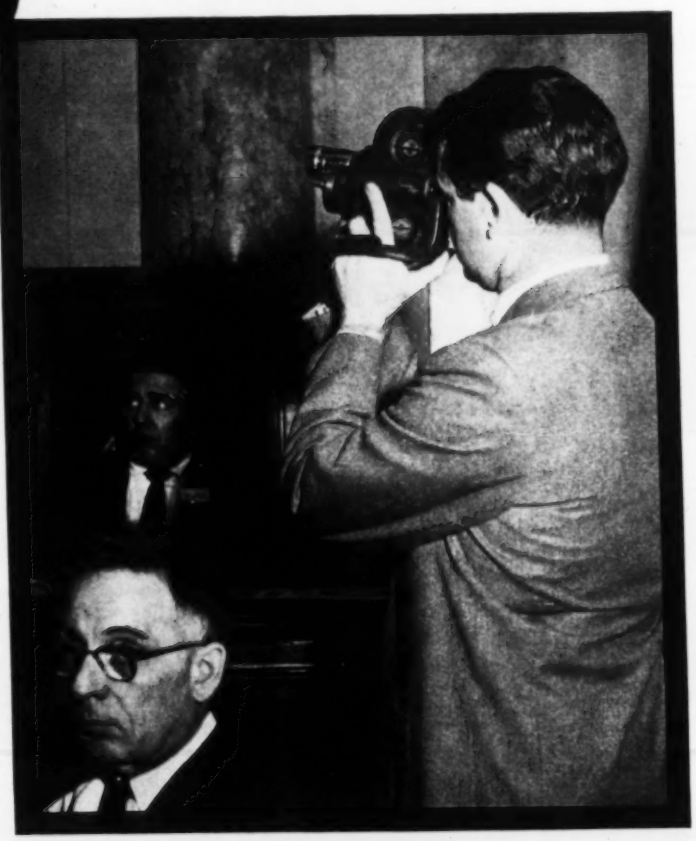
The new office will serve Northwest Inc., a Renault distributor, and Wells Tours travel agency, both of Los Angeles. Staff members include J. Edward Carraher, formerly head of Gower Advertising Agency, Los Angeles; Patti Brainard, previously in media and publicity at Walter McCreery Inc., Los Angeles, and Sandra Shiffman, from Stiller-Hunt Advertising, Beverly Hills.

Scott Names Laufman VP; Other Agency Changes Listed

R. Jack Scott Inc., Chicago, has promoted Herb Laufman, radio-tv director, to vp in charge of radio-tv. Other promotions include: William Weiland, from assistant comptroller to media director; Albert Meyers, from media director to account executive; Bernard Kuby, from copywriter to radio-tv copy chief, and Stewart Sherling, from copywriter to radio-tv production manager.

WHAS-TV
LOUISVILLE

IF IT IS BIG
AND IMPORTANT,
IT'S ON WHAS-TV



WHAS-TV NEWS with
Exclusive Daily Newsreel . . .
Winner of the University of
Kentucky-A.P. "Distinguished
Leadership Award" and Sigma
Delta Chi Award.
12:25-12:30 p.m. daily
6:15- 6:30 p.m. daily
10:30-10:40 p.m. daily

WHAS-TV's nine-man news staff and 26 newsreel-reporter correspondents provide unmatched coverage of the BIG news . . . the southeastern Kentucky floods, the Prestonsburg school bus tragedy, the biggest private home robbery in U.S. history, and the $250,000 Federal Building fire.

The journalistic magazine *THE QUILL* devoted its May editorial, cover and three full pages to WHAS-TV's coverage of the Kentucky legislature.

When anything IMPORTANT happens in Louisville television, it happens on WHAS-TV. Viewers know it . . . and so do clients such as Shell Oil . . . and the Greater Louisville First Federal Savings and Loan Association which has sponsored the news EVERY night since WHAS-TV went on the air in March, 1950.

Your Advertising Deserves WHAS-TV Attention . . .
with the ADDED IMPACT OF PROGRAMMING OF CHARACTER!

WHAS-TV
Fisbie
Foremost In Service
Best In Entertainment

WHAS-TV CHANNEL 11, LOUISVILLE
316,000 WATTS — CBS-TV NETWORK
Victor A. Sholis, Director
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

The New Yorker is designed to **quicken** reader interest by its unique setting.*

*Which made the difference in sales results to more than 1600 large and small advertisers last year.

SMI 'Key to Achievement' Award Winners Announced

Seven advertisers have been selected as winners of the sixth annual Key to Achievement Awards, sponsored by the Student Market Clinic, New York. The awards will be presented at the clinic May 26. The winner in the home furnishing category is Dow Chemical Co.; in health, cosmetics and toiletries, Johnson & Johnson; amusements, Curtis Publishing Co.; stationery and supplies, Smith-Corona, Marchant Inc.; associations and services, Provident Mutual Life Insurance Co. of Philadelphia; food and beverages, National Coffee Assn.; and industry, General Motors Corp., Chevrolet division.

Special awards for local programs will go to Scott Paper Co. and Delco-Remy division of General Motors. Special awards will also go to the National Health Foundation for its health campaign; to Dick Clark of ABC-TV's "American Bandstand" for contribution to teen age-adult relationship, and to CBS' "Twentieth Century" for its program, "Generation without a Cause."

ALLEN A. ATWOOD *has been named marketing manager of the new consumer products division of Lily-Tulip Cup Corp., New York. He was formerly a supervisor with the Dial soap division marketing department of Armour & Co.*

YOU NEED M/M

FOR BEST COVERAGE IN CONSERVATIVE PROTESTANT CHURCH MARKET...

Its field of influence is in the conservative segment of Protestant market. M/M is a welcome visitor in 100,000 homes—its audience includes the key people of 60,000 churches. Use MOODY MONTHLY and sell TWO markets.

Moody MONTHLY 101,965 AVER. NET PAID FOR 1958

MOODY MONTHLY • 820 N. LaSalle Street • Chicago 10, Illinois

McCann's Harper Sees Need for More Advertising in Politics, Government

CHICAGO, April 21—Marion Harper Jr., president and chairman of McCann-Erickson, said last week that advertising "should come to the rescue of politics."

In a talk to the Chicago Federated Advertising Club, Mr. Harper urged that advertising play a much greater role in government and electioneering.

"I'm firmly convinced," he said, "that government can profitably employ the services of advertising on a scale five to 10 times its use today. Certainly, the communications programs of industry are far more effective than those of government; and since it has come to play such a large role in all our lives, it behooves government to address the citizen more informatively and more persuasively."

Mr. Harper noted that "ham politicians" and government office holders sometimes like to make snide cracks about "Madison Ave. hucksters." He commented:

■ "I must confess, this is a pretty disappointing display of the caliber of some of our government deliberations. I suppose a crack against advertising somehow establishes a politician's purity—his incorruptibility. All it suggests to me is: People who live in glass *porches* should not throw stones."

Mr. Harper also commented on Adlai Stevenson's remark, "The idea that you can merchandise candidates for high office like breakfast cereal . . . is the ultimate indignity to the democratic process."

Mr. Harper said:

"I am inclined to agree with Mr. Stevenson, but I feel that his simile assumes a wrong premise.

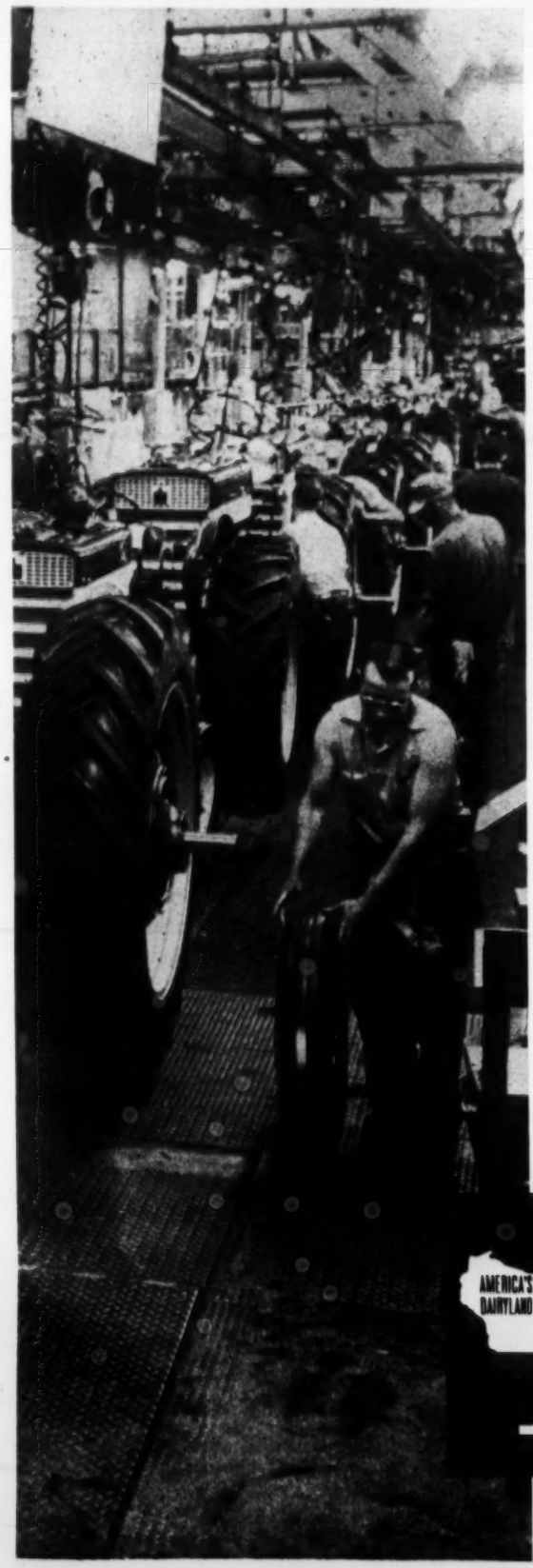
"Not only would a competent advertising agency employ different methods for presenting a candidate from those used for a breakfast cereal, but its methods would also be different for drugs and cosmetics; they'd be different for banking services or for corporate policies . . . Some of the research methods and media plans might be the same, but presentation would be different. Who would advise a candidate to snap, crackle and pop?"

■ Mr. Harper said government would benefit from the use of advertising in at least three major ways: In better knowledge of the audience, in more effective information programs and in more responsible and ethical communications.

Candidates and parties would benefit, he said, through advertising's skill "in selecting the right message for the right audience and then, in stating it in the most understandable and persuasive way."

■ Finally, Mr. Harper asserted that advertising would "raise the ethical standards of political expression." He said:

"Advertising both observes and imposes high ethical standards. It clearly signs the name of the source of its message. It commits the advertiser to a clear, unbureaucratic statement which must fairly represent the product or the service he is selling. The message must be consistent with other messages that he will later publish. This leaves room for the art of blandishment but not for deception —at least, not if the advertiser hopes to stay in business." #



FARM MACHINERY MANUFACTURERS KNOW HOW TO REACH FARMERS...AND WISCONSIN AGRICULTURIST IS 1ST WITH THEM

Farm machinery manufacturing is agriculture's biggest advertising category. To reach their customers, tractor and implement manufacturers have tried everything from abstract art to Zippo lighters.

But year in and year out—to sell their Wisconsin market—farm machinery manufacturers use *more* space in Wisconsin Agriculturist than in any other farm publication.

The Reason?

Wisconsin Agriculturist is 1ST choice of Wisconsin farmers and dealers by a wide margin.

And in rural Wisconsin, *Wisconsin Agriculturist is your 1ST choice, too.*

AMERICA'S DAIRYLAND

WISCONSIN Agriculturist

SERVING WISCONSIN FARM FAMILIES 110 YEARS

Member of

MIDWEST FARM PAPER UNIT
35 E. Wacker Drive, Chicago 3
CEntral 6-3407
250 Park Avenue, New York 17
YUkon 6-6264

WEST COAST REPRESENTATIVE
Townsend, Millsap & Co.
110 Sutter St., San Francisco 4
159 S. Vermont, Los Angeles 4

Conde Nast Names Three Board Members, Reelects 12

Conde Nast Publications, New York, has named three new board members and reelected 12 other directors. Added were Mr. and Mrs. S. I. Newhouse, who several weeks ago acquired a substantial financial interest in the company (AA, March 30) and John C. Whitehead, partner in Goldman Sachs & Co., Wall St. investment house.

Reelected president and board chairman was I. S. V. Patcevitch, who controls the company with Mr. and Mrs. Newhouse. Others reelected are Benjamin Bogin, vp and vice-chairman of the board; Perry L. Ruston, vp; M. E. Campbell, secretary; Alfred W. Cook, treasurer and assistant secretary, and John Allison, assistant treasurer. Wells Drorbaugh, president of *Bride's Magazine*, recently acquired by Conde Nast, was elected a vp and reelected to the board.

AGAIN

WINNER

and still

champion...

IN A FIELD OF THREE STRONG MAGAZINES . . . the highest honors go to the hard worker who keeps ahead of his class! And SPORTS AFIELD gets straight "A's" consistently in the sportsmen's field!

The ABC Publishers' Statements for the last six months of 1958 point to two significant facts: (1) Sports Afield delivered the biggest circulation in the sportsmen's field, and (2) Sports Afield delivered the lowest rate per page per thousand!

This is the second consecutive six-month period that SPORTS AFIELD has been the only sportsmen's magazine to average over 1,000,000 circulation.

These facts help simplify your advertising plans – select Sports Afield, again winner – and still champion!

SPORTS AFIELD . . 1,049,383

Field & Stream 982,859

Outdoor Life 942,791

Above circulation figures from the ABC Publishers' Statements for the six-month period ending December 31, 1958.

SPORTS AFIELD • A HEARST KEY MAGAZINE • 959 EIGHTH AVE. • NEW YORK 19, N. Y.

it takes DYNAMIC SALESMANSHIP to sell boating

... and BOAT & MOTOR DEALER is the *"hottest"* publication in the field for selling 16,600 dealers.

Write for reprints of BOAT & MOTOR DEALER'S spectacular *sales training* feature, and you'll see why.

BOAT & MOTOR DEALER

Published by Publishers Development Corporation 8150 North Central Park Ave., Skokie, Illinois

REACHING OVER 16,600 SELECTED MARINE DEALERS

Blister Packaging, the Retailers' Sweetheart, Has Big Industrial Future, Packagers Told

CHICAGO, April 21—Plastic blisters and skinpack coatings for card-mounted consumer products, already the darling of retail merchandisers, have a big future in many other consumer packaging areas, as well as in industrial applications, a package maker predicted last week.

The transparent quality of blisters and skinpacks make them a natural for merchandising, John A. Keenan, president of Standard Packaging Corp., New York, told the American Management Assn.'s 28th National Packaging Conference.

■ But these packages also offer functional uses, he said. "For example, trap doors or perforated sections in the back of the card can permit the feed of small parts one at a time. Or special feeding channels can be formed in the plastic blister.

"The number of gripping devices, hinges, or special catches that can be formed into plastic blisters challenges the best imaginations in the packaging field. Moreover," he added, "the cost of these conveniences is likely to be most economical—sometimes available at no extra cost."

Broad industrial uses stem from the protection characteristic of blisters and skinpacks, he went on. Some industrial shippers, he noted, have already found these techniques useful in reducing package cushioning costs, reducing breakage and preventing corrosion and dust.

■ Another benefit from this kind of packaging—sharply reduced manufacturing costs—was noted by T. W. Sharp, product marketing director of Union Carbide Corp.'s plastics division.

A new family of automated blister and skinpack packaging machinery is now being developed, Mr. Sharp told the meeting, that will bring lower prices and higher consumer appeal to many consumer products in the early 1960s.

■ Other news that came out of the packaging meeting included the following:

• Chesebrough-Pond's Inc.'s line of cosmetics will appear in new packaging with a product family-unifying design this month. The packaging is already being used on three products Pond's is still testing: a flowing cold cream, a flowing moisture cream, both in pressure containers, and Lavish facial lotion, in a ceramic bottle. J. Walter Thompson Co. is the agency.

• Diamond Gardner Corp.'s Gardner division, Middletown, O., has introduced Diamond-Glo cartons to the packaging field. It's described as a high-gloss paperboard with unusual receptiveness to printing inks for depth illustrations, brilliant colors and faithful reproduction. The company says it will provide prestige packaging at a modest cost.

• Aluminum Co. of America and Reynolds Metals Co. have both introduced aluminum foil packs for precooked boilable food preparations—a new field that plastics have had almost to themselves until now.

• *Packaging Parade*, published by Haywood Publishing Co., becomes *Consumer Packaging* beginning with its June issue. The change reflects the magazine's scope more accurately since Haywood created *Industrial Packaging* out of a *Packaging Parade* department five years ago and left *Parade* completely consumer-oriented. #

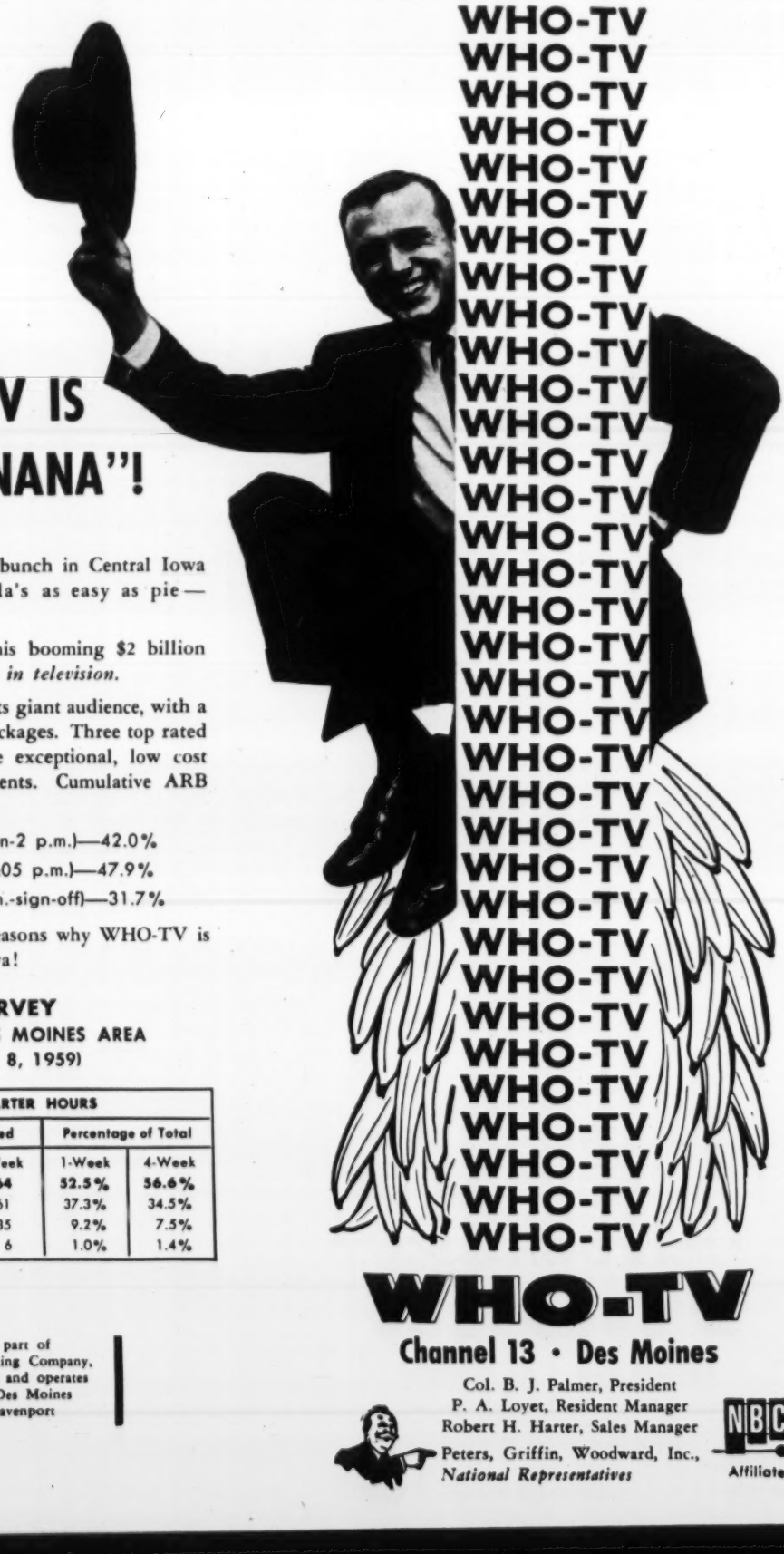
NTA Boosts Three

Lester Krugman, formerly executive director of advertising, promotion, and merchandising of National Telefilm Associates, New York, has been named vp in charge of advertising and public relations of the company. George K. Gould, who has been named vp in charge of television broadcast facilities at NTA, will also continue as president of NTA's studios. Jerry Franken, formerly assistant to NTA executive Michael Sillerman, has been named acting public relations director of NTA, replacing George Crandall, who resigned.

Adams & Keyes Adds Three

The Los Angeles office of Adams & Keyes has been appointed to handle three accounts: Helms Olympic Bakeries, State Mutual Savings & Loan Assn., and Wallace Moir Co., mortgage finance company.

WHO-TV IS "TOP BANANA"!


WHO-TV
WHO-TV
WHO-TV

©TCP Co.

Anne and Thomas Fogarty, Jr., from a recent issue of Holiday

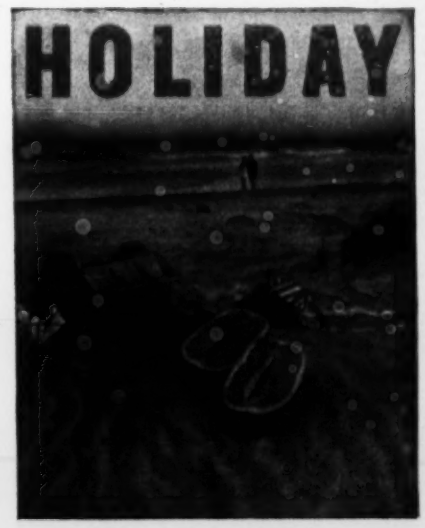
YOU SPEND AN EVENING WITH THE FASHIONABLE FOGARTYS

. . . and meet the woman behind the label. Designer Anne Fogarty wears her own creations at home for some very exclusive guests: Holiday's 875,000 high-income families.

This is typical of Holiday. Holiday doesn't simply report what is being worn in smart places —it takes you there and lets you see for yourself. You get a new appreciation of fashion by meeting people who set styles in the way they live.

And Holiday provides such a personal reception. Ronny Jaques' photograph of the Fogartys in their East Side apartment invites you in and all but hands you a cocktail. Photographs like this are among a host of reasons why families who set the pace in their communities give Holiday such a warm welcome.

A warm welcome that extends to the advertisers in Holiday.



***There's a rewarding new world for you in* HOLIDAY**

BASIC TEST FOR MEDIA SELECTION:

Ask anyone, anyone you're trying to sell in the aviation market, what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

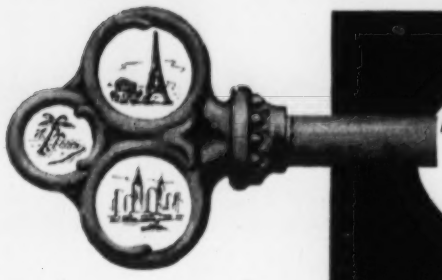
Aviation Week

Including **Space Technology**

A McGraw-Hill Publication. 330 West 42nd St., New York 36, N. Y.

Aviation's largest engineering-management audience.

ABC PAID CIRCULATION 71,950



your passport to a

TOP TRAVEL MARKET

38.3% of all ELKS MAGAZINE households spend more than $200 a year for *vacation travel* . . . a percentage exceeded by only 7 of the 53 magazines in the latest Starch Consumer Magazine Report.

24% of all Elks spend more than $200 for *business travel* during the same period. In this category, only 3 publications exceed THE ELKS MAGAZINE.

A direct route to this top travel market is open to you through advertising in THE ELKS MAGAZINE.

THE Elks MAGAZINE

More information? Write for your copy of our booklet, "The Elks Market"

NEW YORK 16 386 Fourth Avenue | CHICAGO 1 360 N. Michigan Avenue | LOS ANGELES 17 1709 W. 8th Street

Just to prove Cadillac's Importance —

WWTV REACHES MORE TV HOMES THAN THERE ARE IN WYOMING!

NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

WWTV (Cadillac and Northern Lower Michigan) delivers to you more actual *viewers* than the entire TV-home-count in Wyoming!*

And to prove that the vast Cadillac market really belongs to WWTV, Pulse rates the WWTV audience an astounding *14% greater than that of the next two stations combined* (Mon.-Fri., 12 noon-12 midnight)!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**There are 54,400 television homes in Wyoming. WWTV's NCS No. 3 nighttime daily circulation is 72,870.*

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

AM - TV - FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

Getting Personal

Howard Gossage of Weiner & Gossage leaves May 15 for a six-month vacation in Ireland. He's trying to rent his San Francisco house via an ad in the April 23 *New Yorker*, which describes it as "The only three-story Victorian ranch style joint in the West." Also, the price will be $300 a month to tenants with kids; $350 to those without progeny . . .

Delmar Molarsky, copywriter at N. W. Ayer & Son, Philadelphia, had his first novel, "The Woman and the Whale," published April 21 by Little, Brown & Co. Says he: "Selling a whale in a book is no different from selling beef stew in a can—in either case, you've got to use words in a way that will move a person to action, even if that action is only holding the book to the end." . . Another afternoon wordsmith is **Jack Tyl Denney**, copywriter at Ted Bates, who has just signed a contract with Prentice-Hall for his book, "Fractured Freud." Set for fall release, it's a boon to the parlor and barroom psychiatrist, designed to enlarge his ignorance of matters psychoanalese." **Mike Matera**, an art director at Grant Advertising, New York, did the "visual hallucinations" . . .

MEN-OF-THE-MONTH—*Bill McDade, president of the St. Louis Adclub, presents the club's "Man of the Month" award for the first time in its history, to two industrialists: John and Spencer T. Olin, board chairman of the Olin Mathieson Chemical Corp. and director of the company, respectively. The award was given to them for advertising St. Louis to the rest of the nation and for their economic, cultural and social contributions to the city.*

The May issue of *Reader's Digest* carries two articles authored by admen. One is by **Willard A. Pleuthner**, BBDO vp, titled "Must the Parsonage Be a Poorhouse?" an article that previously appeared in *This Week Magazine*. The other reprint is "Young Man Be Your Own Boss," oft-quoted article by **William Benton**, co-founder of Benton & Bowles, now board chairman of Encyclopaedia Britannica . . .

Four admen are joining in their own personal fund-raising drive for the Menninger Foundation. The quartet: **Fairfax Cone**, head of Foote, Cone & Belding; **William B. Lewis**, head of Kenyon & Eckhardt; **John P. Cunningham**, head of Cunningham & Walsh, and **Theodore S. Repplier**, president of the Ad Council. A solicitation memo written by Mr. Cunningham and signed by the four is going out to about 2,000 agency execs . . .

Retiring at the end of April is **Albert Schiller**, since 1924 art director of the Advertising Agencies' Service Co., New York. Forty years ago he started with J. Walter Thompson Co., as "the first type man they ever had." He's not retiring from working with type however; his hobby is creating pictures in type, marvelously detailed designs composed entirely of little bits and pieces of type ornaments . . .

Barbara Berkson, daughter of the late **Seymour Berkson**, who was publisher of the *New York Journal-American*, was married in Ankara, Turkey, to Airman 1/C Robert Coady. The bride's stepmother is **Eleanor Lambert**, fashion publicist . . .

It's an autumn wedding for **Barbara Graham**, market liaison representative of Celanese Corp. of America, New York, and Leslie Misrock . . .

David Mayer, president of Market Psychology, New York, who collected $47,500 on "Twenty-One" (NBC-TV) a while back, showed up at the Brand Names Foundation luncheon to collect a Brand Names award for his father, who has operated the Jacob Mayer & Co. in Easton, Pa., since 1889 . . . "The Merger" by **Sterling Quinlan**, vp of American Broadcasting Co., Chicago, is being dramatized and several producers are said to be bidding for the script. The play version will be called "The Way the Ball Bounces." . . .

Warren J. Boorom, director of member service of the Radio Advertising Bureau, is celebrating the birth of his first child, a son, John Fiske, born March 31 . . . A son, Kent Francis, was added to two daughters in the **Ralph Wemhoener** family April 6. Father is account exec with Frank Block Associates, St. Louis . . . A daughter, Lisa, their first child, was born March 29 to Laura and **Jerry O'Mara**, ad sales manager of *Airlift* magazine, Washington, D. C. . .

Ad Woman and Man of the Year, named by the Omaha Advertising Club, are **Jenny Feldman**, ad manager of J. L. Brandeis & Sons department store since 1938, and **Kenneth C. Flint**, ad manager of Orchard & Wilhelm Furniture Co. . . **Angela Forenza**, ad manager of Van Cleef & Arpels, is one of 12 women of Italian lineage receiving the Amita statuette for success in business or cultural arts in 1958 . . .

Inside Los Angeles there's a Hidden City* and...

A MILLION YOU'RE MISSING

if you're not in The Mirror News

Meet a Hidden City homemaker

She's one of the million Mirror News readers in 307,412 Hidden City homes. She's young (more than half the wives in Hidden City are 39 or under). She's a mother (Hidden City has 422,913 children—more children per family than the homes reached by any other weekday metropolitan newspaper in Los Angeles). She's in the market for most everything. She has both the urge and the wherewithal to buy-buy-buy. Most Hidden City husbands, you see, are on their way up in the well-paying occupations—83% already earn $4,000 or more. So the young homemakers of Hidden City spend $1½ billion a year. They spend most of it on things they see advertised in The Mirror News—because 4 out of 5 never look at another metropolitan weekday newspaper.

***It's bigger than Boston** . . . or Baltimore, Buffalo, Minneapolis, Milwaukee, St. Louis, San Francisco, and a lot of other big cities you'd never dream of overlooking.

4 OUT OF 5 HIDDEN CITY FAMILIES READ NO OTHER WEEKDAY METROPOLITAN PAPER

LOS ANGELES EVENING
MIRROR NEWS

Represented by O'Mara & Ormsbee,
New York, Chicago, Detroit, San Francisco

ZERO IN ON THE E.B.I. OF . . .

DAVENPORT METROPOLITAN AREA

267,100 people spend 67% of a per household E. B. I. of $6,189 . . . better than Boston, equal to Houston. Use the only newspapers with unduplicated, 100% circulation in Davenport and Scott County, Iowa, plus profitable thousands in Rock Island County, Ill. . . .

Circulating Davenport and Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois

DAVENPORT

MORNING EVENING SUNDAY

NEWSPAPERS

Represented by Jann & Kelley

Cancer Research Gets $133,000 from Singing, Dancing St. Louie Women

(Continued from Page 2)

tail lounge in the Statler.

■ The St. Louis girls' gridiron show was just fun and frolic, and pretty much in the women's adclub family, until 1941, when it acquired a serious as well as a fun purpose. That year 700 guests attended "Bone Pickers Jamboree" and helped give 350 blankets to Britain. The next year the show bought two Red Cross ambulances, and in following years it made various patriotic and charitable contributions.

It acquired its present form in 1945, when two things happened. First, Gridiron was turned into an integrated full length show, instead of individual skits contributed by members; and second, the proceeds, in their entirety, went to cancer research. Naturally, the full-length musical, "Cornzapoppin," was written by Bea Adams.

■ This year's show included two women—Dorothy Ward, now retired, and Martha Moore, of the Frisco Railroad—who performed in every one of the 25 yearly frolics, as well as at least one person, in addition to Bea Adams, who had a part in the first one. This was Helen Martin Gettys, onetime club president, who came up from her home in Fort Lauderdale to resurrect, with Miss Moore, a scrubwoman act of many years' duration.

This year's performance, which takes place in a bar with strange goings-on upstairs, was labeled "Silver Spurs." It was written by half a dozen adclubbers and produced by Bonnie Dewes, vp of D'Arcy Advertising Co. Bea Adams directed the production, with Peg Jostedt of Gardner as associate director, Helen Prange, advertising manager of Jaccards jewelry store, as musical director, Clarissa Start Davidson of the *Post-Dispatch* as dance director, and Marilynn Harris of Barnes Hospital as stage manager.

This year marked the third time in its 25-year history that the women's gridiron has been viewed by men, but the first time that a general male audience was permitted. On one previous occasion, only one "man of the year" was admitted; another time, only bachelors were permitted to attend.

■ Upon the conclusion of last night's show, Leonora Allen of French & Shields advertising agency, president of the Women's Advertising Club of St. Louis, presented Miss Adams with a handsome hand-illuminated testimonial bound in morocco "in recognition of her tireless efforts and constant devotion." In addition to the signatures of the entire cast and former presidents of the adclub, the testimonial also included an illuminated rendering of the 23rd Psalm, Miss Adams' favorite. #

Toronto Adclub Names C. E. Nash President

C. E. (Al) Nash of Wagner Signs Ltd. has been elected president of the Young Men's Advertising & Sales Club of Toronto. Robert H. Jones of Doc Jones' Men's Wear is the new exec vp.

C. E. Nash

A. John W. Buckle of William Neilson Ltd. and Robert Newton of Calvert Distillers were named vps. Norman D. Lawson of Cockfield, Brown & Co. was elected treasurer, and R. Wayne Campbell of Pringle & Booth Ltd. is the new secretary.

Creative Advertising

. . . anywhere in the world!

YOUR CUSTOMERS can be anywhere in the world. To sell them and to keep selling them in increasing volume, you need good distribution and a good sales organization, *plus* effective local advertising.

For over 41 years, National Export has been helping outstanding manufacturers build product sales. Unmatched knowledge of markets and people . . . of motivation and media . . . is continually applied to the marketing and advertising projects of our clients:

American Chain & Cable Co., Inc.
Borden Foods Company
Chicago Rawhide Manufacturing Co.
Corning Glass Works
Geon International Corporation
Goodall Fabrics, Inc.
H. J. Heinz Company
Krementz & Co.
Lever Brothers Export Corp.
Maiden Form Brassiere Co., Inc.
J. D. Moeller Optical Corp.
National Distillers Products Co.
The Quaker Oats Co.
Union Carbide International Co.

Experienced advertising counsel can help you in your selling efforts. Telephone us at OXford 7-9292, or write us today. We would like to tell you more about us and to show you what we can do for you.

NATIONAL EXPORT ADVERTISING SERVICE, Inc.

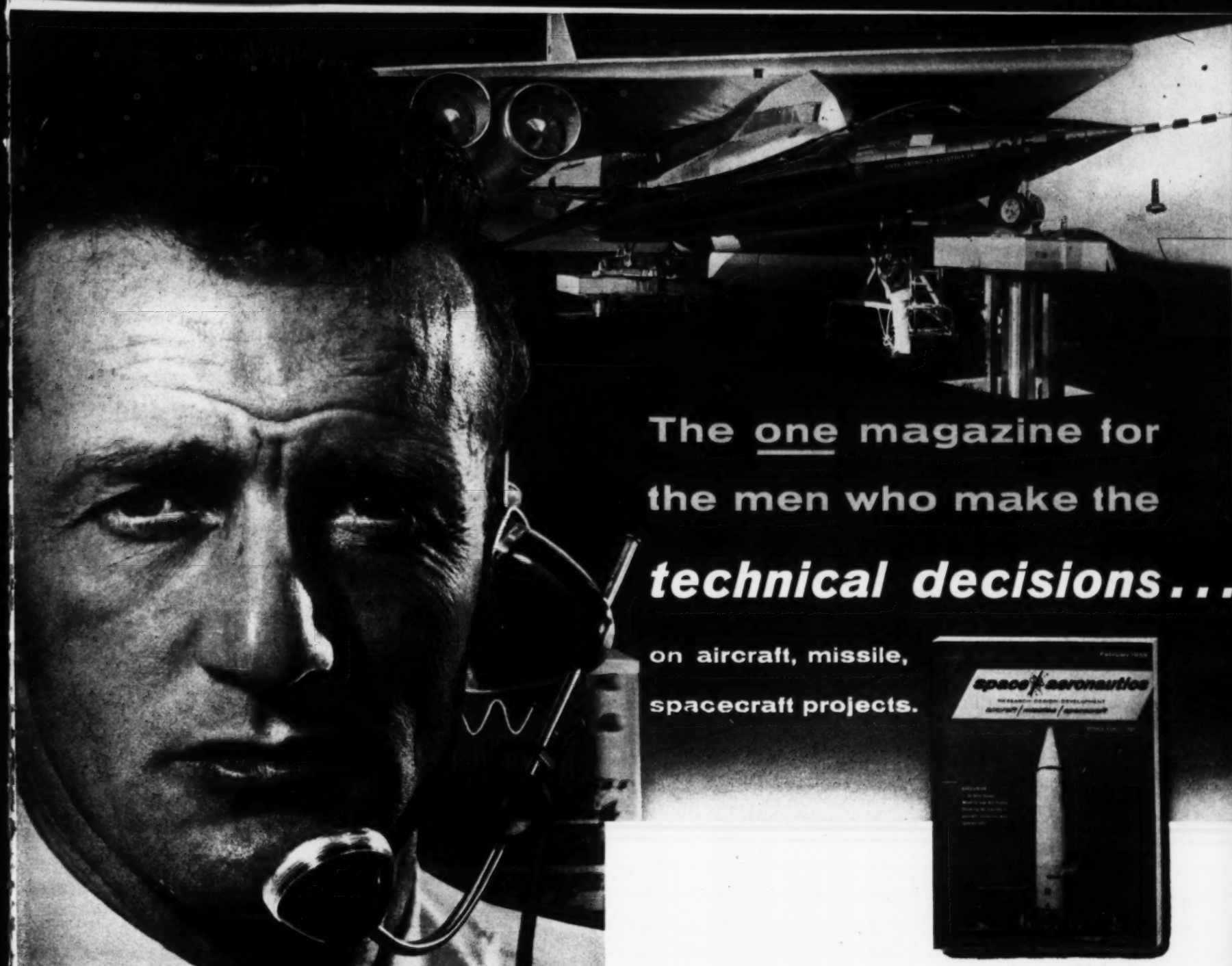
Chrysler Building New York 17, N. Y.

ANYTHING

Your screen processor can print on anything —even on running water! Ask him to prove it.

Put Punch in Point-of-Purchase

POINT OF PURCHASE COMMITTEE • SPPA



The one magazine for the men who make the *technical decisions...*

on aircraft, missile, spacecraft projects.

This man might be Project Leader, V. P. of Manufacturing, Chief Engineer or Test Engineer. But whatever his title he is representative of the technical management men who evaluate, specify, direct the purchase of the materials, components, equipment, systems that go into high-performance aircraft, missiles, spacecraft. These are the men who make the *technical decisions.*

SPACE/AERONAUTICS reaches more of these men than *any* other publication. Only in SPACE/AERONAUTICS do they get the full range of detailed technical information they need to keep abreast of developments in their own and related technologies. That's why the editorial *and* the advertising in SPACE/AERONAUTICS is so well read. We would welcome an opportunity to show you the evidence.

space/aeronautics

formerly Aviation Age

a Conover-Mast publication

205 East 42nd St., New York 17, N.Y.

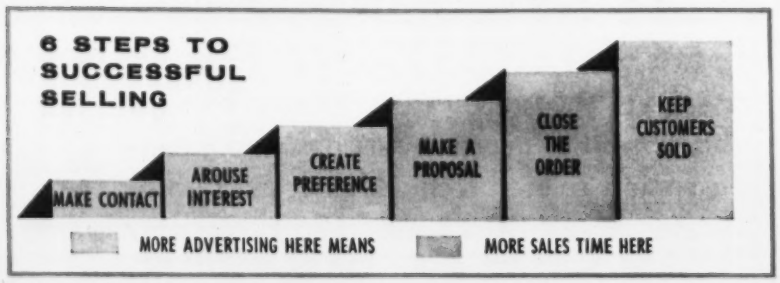
"WE USE BUSINESS MAGAZINES TO PIN-POINT INDUSTRIAL LIGHTING PROSPECTS"

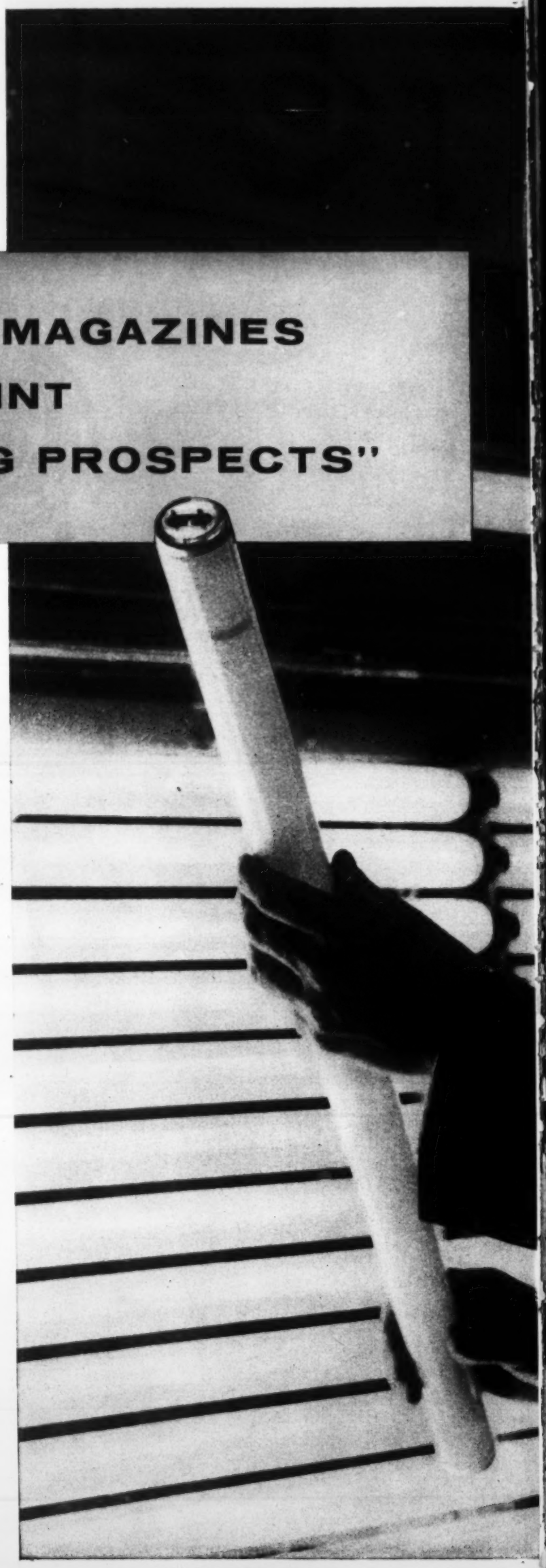
"Industrial lighting," states Garlan Morse, General Sales Manager of Sylvania's Lighting Division, "forms an important segment of our potential market. To insure reaching all the buying influences in this market, we choose business magazines that are read by purchasing agents, plant engineers, electrical contractors and plant management. At Sylvania, we recognize such business media for its support to our field sales activities."

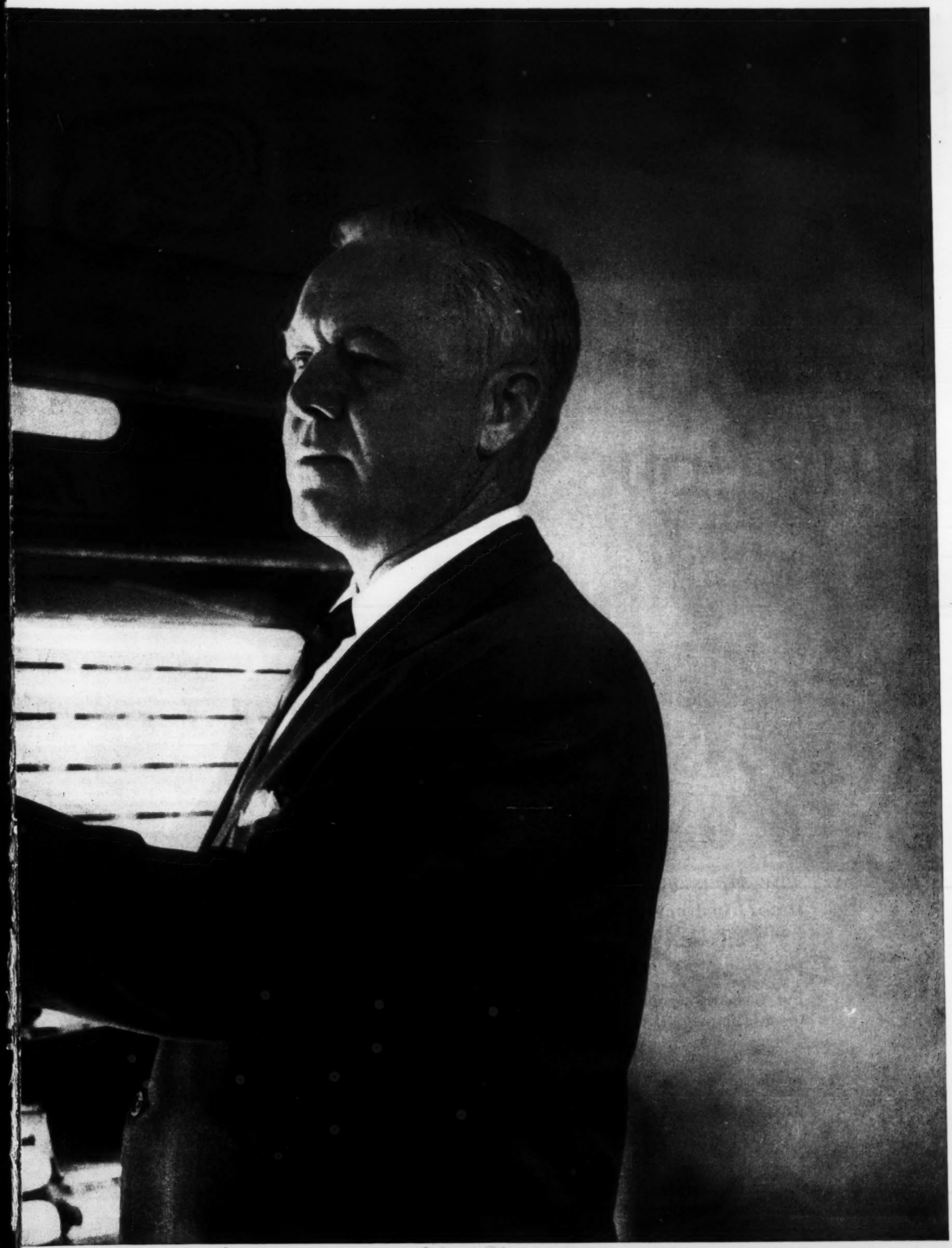
IF WHAT YOU MAKE OR SELL is bought by business and industry, you can "mechanize" your selling by *concentrating* your advertising in one or more McGraw-Hill publications serving your markets. "Mechanized selling" will help create interest and preference for your products . . . give your salesmen more time to make specific proposals and close sales.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.,
330 WEST 42nd STREET, NEW YORK 36, N. Y.

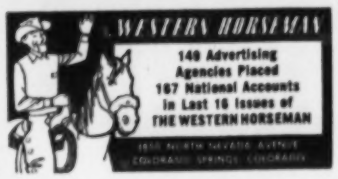






Retailer Fined on False Ad

Benjamin M. Wynn, manager of Dana Co., New Haven, Conn., appliance retailer, has been fined $100 by a New Haven city court on a charge of false advertising, the first such suit tried in that city in many years. Better Business Bureau shoppers testified in the trial that they had purchased a mixer device at the store at a price substantially higher than was advertised by the company in newspaper ads. Other testimony revealed that Mr. Wynn had been warned earlier about breaches of the state's false advertising statute.



Wyman to Harrington, Walker

William M. Wyman, formerly with Ketchum, MacLeod & Grove, Pittsburgh, has been named an account executive of Harrington, Walker & Strickland, Harrisburg, Pa., and Baltimore agency.

Vierling Steel to Kemper

Vierling Steel Works, Chicago, has appointed Don Kemper Co., Chicago, to handle its advertising. Construction and architectural publications will be used.

Ford Road Show Program Aims at Suburban Market

(Continued from Page 3)

that are making family living more pleasant."

The road shows—four in all—will include 29 vehicles and vans and four trailers, with a staff of 24 persons, which will put on 48 nine-day showings from coast to coast.

It appeared likely that Ford Motor Co. would also point out the values of shopping center locations to its new car dealers around the country.

Two of the road show units will feature a "Design for suburban living"; a third will present "Design for country living," and the other will put on "Design for station wagon living." The suburban living exhibit will put Ford, Mercury, Edsel and Lincoln cars in settings using modern patio furniture and gardening equipment. Entertainment is also planned for adults and youngsters.

The "country living" show will concentrate on farming today and tomorrow, demonstrated with scale models and live action. The station wagon exhibit will also have hunting, fishing, touring and picnic equipment.

■ Mr. Rothman indicated the road show units might be pulled together next fall and made into a display for state fairs or other events. "Another opportunity lies in the area of in-store displays in association with major retailers," he said. Ford is currently running a cooperative promotion with 82 of the 87 outlets operated by Allied Stores Corp. These include Jordan Marsh, in New England, Joske's in the Southwest, and Bon Marche, in the Northwest.

Mr. Rothman said this new promotion program would "not only increase the impact of our traveling shows, but will let us cooperate with retailers in other lines who have recognized the same basic change in living patterns that prompted us to launch our shows."

"In our view," he went on, "this is a long-term proposition. The shift in the market is permanent. We have got to stay with our moving customers—going to the new places where they choose to gather."

■ Mr. Rothman said there is "considerable importance in the question, 'what kind of cars should we make?'" And said Ford would be "watching for reaction to that kind of question as we take the American Road Show to the people."

The shows' itinerary includes shopping centers in San Francisco, Seattle, Baltimore, Richmond, Atlanta, Detroit, Memphis, New Orleans, Dallas, Denver, Milwaukee, Chicago, and in Levittown, Pa. #

50,000,000th Ford

DETROIT, April 22—April 29 is "golden milestone" day on the Ford Motor Co. calendar, the day on which the company will produce its 50,000,000th motor vehicle. Ford will then have been in business 55 years, 10 months and 13 days.

The following day the specific car will be placed on display in the Ford Rotunda in Dearborn, where it will remain through May 21. The next day it will be taken to Ford Auditorium in Detroit, for viewing at the company's annual stockholders' meeting.

The "golden milestone" car undoubtedly will be a Ford, rather than one of the other cars made by the company, for arrangements have been made to bring components from 13 other Michigan plants to the final assembly plant at Dearborn for the event. #

'Skipper' Buys 'Ships & Sea'

Ships & the Sea will be consolidated with *The Skipper*. *Ships & the Sea* was purchased by Skipper Publishing Co., Annapolis, Md., from Kalmbach Publishing Co., Milwaukee. The summer, 1959, issue, out May 15, will be the last one published by Kalmbach.

MORE PEOPLE READ THE HOUSTON POST DAILY THAN ANY OTHER HOUSTON NEWSPAPER

The Houston Post leads the Houston Chronicle 7,537 in total daily circulation

POST: 200,551 CHRONICLE: 193,014

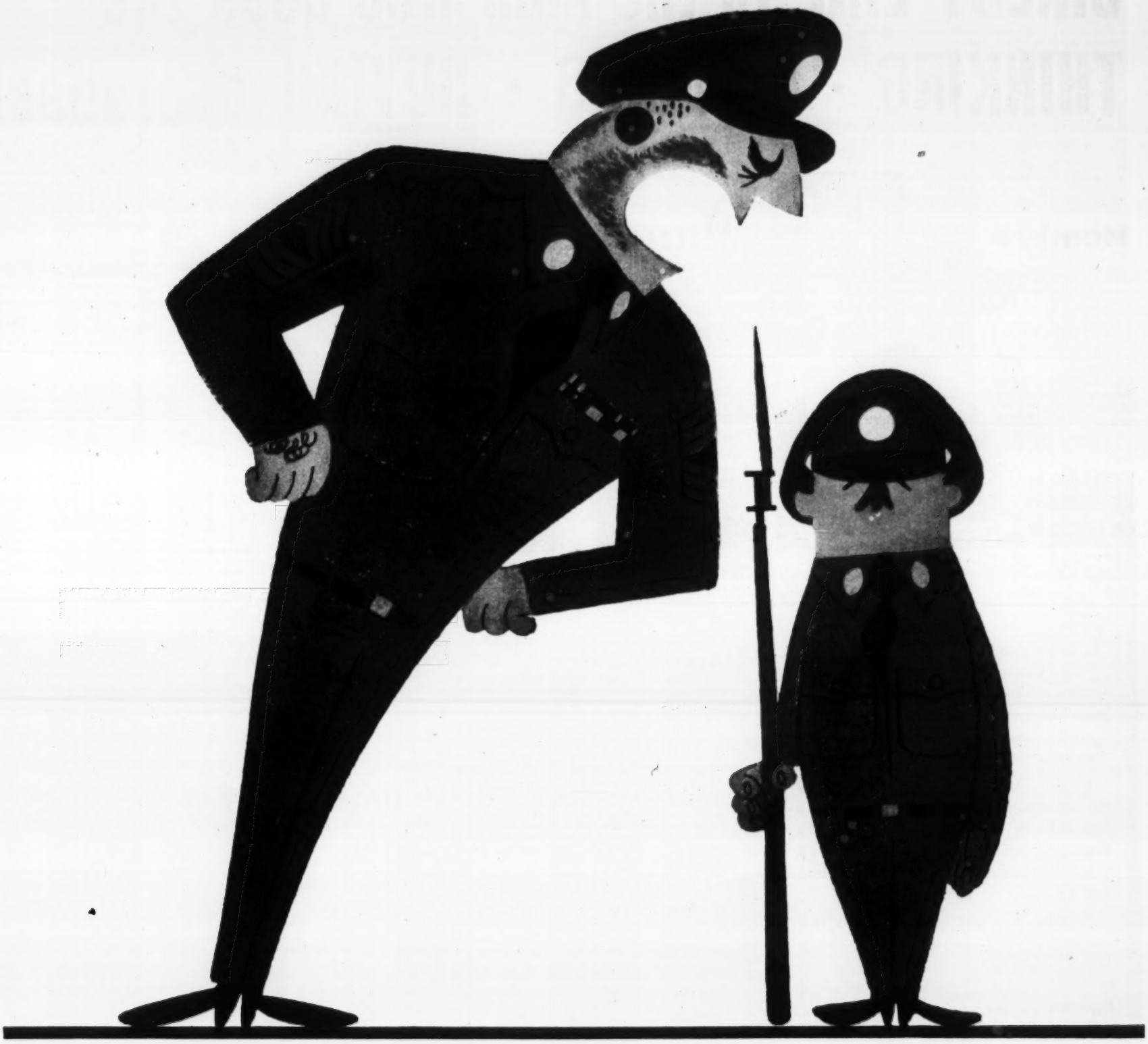
For basis of comparison see Audit Bureau Circulation report for year ending Sept. 30, 1958.

W. P. HOBBY
Chairman

OVETA CULP HOBBY
President and Editor

MEMBER ABC

Represented nationally by Moloney, Regan & Schmitt



Command attention for your promotional materials with

TELEGRAM-PLUS SERVICE

Sure way to get the attentive examination every successful promotion needs! *Telegram-Plus Service* delivers your booklet, sample of new merchandise, *any material*, with a telegram attached . . . right into the hands of the persons on your list. Just provide the materials to be delivered, telegraph message and address list . . . in one or many markets. Western Union does the rest.

WIRE US COLLECT! We'll deliver the full story—*fast*—on this *fast*, attention-getting service. Address: Western Union, Special Services Division, Dept. 2C, New York, New York.

WESTERN UNION
Special Services Division

DIRECT LINE to the man who does the THINKING · BUILDING · BUYING overseas!

In Latin America he's usually the owner or president of his own business. In Germany he's often the foreman or department head. He generally holds important managerial positions in France, Sweden, and Denmark, too.

In short, he's the man who helps *control the economy* of the country he lives in; the businessman. In one way or another, he eventually influences the purchase of almost every commodity that leaves a United States port.

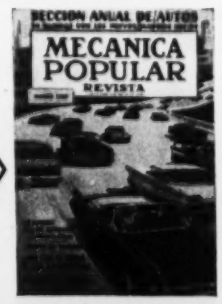
To reach him, put your message in this unique group of magazines; the only *combination* Trade and Consumer publications that go overseas. The readership of all of them is high.

For instance, Mecanica Popular is the highest read of all U. S. published Latin American magazines, with a total of 8.2 readers per copy.

466,233 men in 40 countries buy Popular Mechanics International Editions. Many hundreds of thousands more read them!

Each edition printed in the language of the area it serves

5 major publications covering the key markets of the world



LATIN AMERICAN EDITION

SWEDISH EDITION

GERMAN EDITION

DANISH EDITION

FRENCH EDITION

POPULAR MECHANICS INTERNATIONAL EDITIONS

POPULAR MECHANICS • 200 EAST ONTARIO STREET • CHICAGO 11, ILL. • WHITEHALL 4-0100

International Advertising Section

Advertising Age

April 27, 1959
Volume 30 • Number 17
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

THE NATIONAL NEWSPAPER OF MARKETING

Ford Leads International Advertisers

Spends $250,000; Next Are Pan American, GE, GM, Shell, Champion

NEW YORK, April 21—Ford Motor Co. and Pan American World Airways—both clients of J. Walter Thompson Co.—are currently the leading advertisers in international media.

Figures developed by Rome Research show that Ford spent $250,000 and Pan American $200,000

WORLDWIDE—*Omega, Swiss watch maker, ranks seventh among advertisers in international media with multi-pronged campaign using full pages like this. Creations Trio of Switzerland is the agency.*

in leading international publications during the eight months ended Feb. 28.

Also in the top group, with expenditures in excess of $100,000, were General Electric, General

(Continued on Page 52)

50 Top International Advertisers

1958

1. Ford Motor	$250,000	26. Ballantine's Scotch	$ 65,000
2. Pan American World Airways (incl. Panagra)	200,000	27. Socony Mobil	65,000
3. General Electric	180,000	28. Borg-Warner	65,000
4. General Motors	175,000	29. Sterling Drug	65,000
5. Shell Petroleum	125,000	30. De Beers Consolidated	60,000
6. Champion Spark Plug	120,000	31. J. B. Williams	60,000
7. Omega Watch	112,000	32. Martini & Rossi	58,000
8. Coca-Cola	106,000	33. Caterpillar Tractor	55,000
9. Burroughs	100,000	34. Eastman Kodak	55,000
10. Douglas Aircraft	100,000	35. Pepsi-Cola	50,000
11. Monsanto Chemical	100,000	36. Outboard Marine	50,000
12. Allis-Chalmers	95,000	37. American Home Products	50,000
13. Remington Rand	95,000	38. Hawker Siddeley	50,000
14. Standard Brands	95,000	39. Vickers-Armstrong	50,000
15. Firestone	90,000	40. Olin-Mathieson Chemical	47,000
16. Texas Co.	85,000	41. United Fruit	45,000
17. Minnesota Mining & Mfg.	80,000	42. Boeing Airplane	45,000
18. KLM Royal Dutch Airlines	80,000	43. Standard Oil of Cal.	43,000
19. Daimler-Benz	75,000	44. American Cyanamid	42,000
20. Chrysler	75,000	45. Phillips	40,000
21. Union Carbide	75,000	46. Miles Labs	40,000
22. International Harvester	70,000	47. Warner-Lambert	40,000
23. Willys Overland	70,000	48. Hitachi Ltd.	40,000
24. Goodyear Tire	70,000	49. Esso	40,000
25. Grant's Scotch	70,000	50. Cessna Aircraft	40,000

'Slow Motion Gold Rush' . . .

Agencies Move to Be in on Ground Floor of European Common Market

Its GNP to Rise 60% by 1970; See Ad Potential Unprecedented in World

By Mark Random

LONDON, April 21—The face of Europe is changing. So is the face of European advertising. All one can see at present are the preparations. But there is enough of this going on to indicate that Europe will see an advertising revolution in the next few decades.

As one adman put it a few weeks ago: "This is a great moment to be alive, to be in advertising, and to be in Europe." For the establishment of the European Common Market (ECM) offers to advertising men one of the greatest challenges—and opportunities—they have known.

■ The European Common Market, or to give it its correct name, the European Economic Community (EEC), will be the driving force behind the revolution in advertising.

William E. McKeachie, senior vp for Europe of McCann-Erickson, recently told the agency's New York executives:

"Analyzed in sober terms . . . there is an advertising opportunity in Europe such as has never before existed anywhere in the world."

■ The Common Market links six West European countries: France, West Germany, Italy and the Benelux club of Belgium, Netherlands and Luxembourg. They have agreed to eliminate trade barriers among themselves so that they become one single market.

But, as Prof. Walter Hallstein, president of the Common Market Commission, recently put it:

"The Economic Community is more than a mere customs union: it is a thorough-going move towards economic integration by means of a common market. This implies not only the abolition between our six countries of customs tariffs and quota restrictions, but also the removal of other barriers whose effect is to divide the market of the six."

An understanding of the provisions and features of ECM, its vast potential and advertising agency activities to capitalize on that potential can be sharpened by a brief review of what has happened since World War II to bring about the new mood and new conditions:

(Continued on Page 58)

NEW LOOK—*Six nations of European Economic Community (in white) will be single mass market with population equal to that of U.S.*

Japanese Children Who Watch TV Get Better Grades

TOKYO, April 21—Japanese children in television homes spend less time studying but seem to get higher grades.

These apparently paradoxical results are reported in a new study sponsored by the ministry of education. The study, conducted in the Tokyo area, found that one out of five children between the ages of 11 and 15 watches tv at least five hours a day. Primary school children spend two to four hours a day before the set.

The better grades were scored principally in the sciences and social studies. Among primary school students, for example, 30% reported improved grades in social studies.

Other effects of tv in Japan: later bedtimes, more hours spent reading newspapers and sharp reductions in movie attendance. #

When Client Goes, Can Agency Be Far Behind? . . .

U.S. Business Moves Abroad Rise Sharply

Foreign Affiliate Sales Soar to $30 Billion; Nearly Double Export

By Milton Moskowitz

NEW YORK, April 23—Nationalism has reared its spirited head in the international advertising world.

It is, by and large, a healthy nationalism, based on the growth of markets and the improvement of advertising services overseas.

Gone are the days when international advertising meant promotion of products exported from the U.S. Today, advertising generated locally eclipses by far export promotion budgets.

■ In 1958 and in the first three months of 1959 there were dramatic proofs of this basic shift in the balance wheel.

First of all, the volume of U.S. commercial exports appears to be shrinking. In 1958, exports declined from the record high of $19.5 billion in 1957 to $16.3 billion, the sharpest slip since 1950.

And this decline has been continued into 1959. Exports were off 9% in January and 6% in February from the comparable levels a year ago.

This fall-off has been reflected in the declining linage of export business publications. Figures reported to *Industrial Marketing* show that 20 export books suffered a loss of 1,394 advertising pages in 1958, a decline of 9%. The biggest drop came in December, when the group was off 20.8%, and has been continued into 1959. During the first three months of this year the export publications dropped another 220 pages, a decrease of 6.2% from the 1958 level.

■ Exports have retreated against a background of surging economies overseas, economies in which U.S. companies are playing a leading part through subsidiary manufacturing operations. The switch from direct exports to local manufacture abroad is one of the major trends on the international

Y&R Opens Geneva Office to Direct Europe Operations

NEW YORK, April 23—Young & Rubicam is opening an office in Geneva—its eighth outside the continental United States.

In moving into Switzerland, Y&R is following a well-trod path. Numerous American corporations have established administrative headquarters there in the past year to (1) supervise European-wide operations and (2) take advantage of a very favorable tax situation.

Harry H. Enders

Among the recent entrants are two major Y&R clients, Procter & Gamble and Chrysler Corp.

Behind this on-to-Switzerland movement is a Geneva tax regulation which allows companies doing the bulk of their business *outside* of Switzerland to escape with minor levies.

Harry H. Enders, exec vp of Y&R in charge of finance and the international division, told ADVERTISING AGE that the favorable tax rate is the primary reason for the

(Continued on Page 55)

Big Business Gets Bigger in Today's West Germany

NEW YORK, April 21—Concentration at the top is the trend in German business.

The German American Chamber of Commerce here has released results of a survey which show the following picture:

• In 1950, companies with annual sales volumes below $12,000 accounted for 76.3% of all West German companies and they did 8.4% of all sales. Medium-size companies, with volumes up to $1,200,000, represented 23.5% of all companies and 48.8% of total sales. Big companies represented only 0.2% of all companies but 42.8% of total sales.

• By 1956, the structure looked like this: Small companies, 64.8% of the total number and 3.9% of the total sales; medium-size, 34.7% and 41.1%, big, 0.5% and 55.0%.

In other words, the big companies, representing less than 1% of all companies, now account for more than half of the sales in West Germany. #

EUROPEAN OUTDOOR—*To beat multi-language barrier, Swiss poster for Dauphine uses visual approach.*

BIG HAND—*In bag of outdoor tricks on Italian roads: hand pops up with Esso can outside Genoa.*

COKE-PEPSI BATTLE—*Ad pillars crop up everywhere in European cities. Typical are the above Pepsi-Cola ad pillar in tiny Luxembourg and one for "the pause that refreshes" in Frankfurt.*

business scene.

The subsidiaries of U.S. companies abroad now do an annual sales volume in excess of $30 billion, a figure higher than the total exports from this country. In 1958, while U.S. advertising volume contracted for the first time since the end of World War II, advertising volume in the big markets overseas—Britain, France, Germany, Brazil and Japan—continued to expand vigorously.

■ The International Advertising Assn., which will hold its annual convention here next week (April 29-30), has had to revamp its organizational structure to meet the rising tide of nationalism. Originally a creature of the export world—it was formed in 1938 as the Export Advertising Assn.—the IAA has doubled its membership over the past five years and this big growth has come from overseas.

The IAA has enrolled more than 600 members overseas—more than half of its total membership—and a revised set of by-laws, giving the non-U.S. members more representation, is expected to emerge from next week's annual meeting (AA, April 6).

Agencies Revolt Down Under

In Latin America, where the tides of nationalism are currently running strongly, U.S. export advertising agencies have faced a direct challenge on the split-commission system. It has been traditional for American agencies to handle international accounts on a split-commission basis with local agencies.

In 1958, the newly-organized Venezuelan Federation of Advertising Agencies (FEVAP) served notice that its members would no longer do business on this basis. Among the members of FEVAP are Venezuela's top-ranking agencies—CORPA, Ars, Vovica, Obeillero Carvajal, Publicitas Asociados and branches of McCann-Erickson, Grant Advertising and Young & Rubicam.

The export agencies in New York promptly denounced this move as tantamount to a holdup (AA, Nov. 17). However, the Venezuelan agency group has stuck by its guns. In a statement to ADVERTISING AGE, the FEVAP has insisted that to give proper service a local agency must collect the full 15% commission from media.

■ "If the affiliate agency is a good one, that is to say, conscientious with good service departments," the FEVAP told AA, "it will soon be servicing its international accounts on the same basis as it serves its local accounts but will receive only 7½%, instead of 15%, on all advertising and, to put it bluntly, will lose money on the deal."

The Venezuelan revolt was seen by many observers as symptomatic of the changes occurring in the international advertising field. Sam Badillo, head of the Puerto Rican agency bearing his name, has gone so far as to say bluntly that the export agency system is "on the way out" (AA, April 13).

■ Further confirmation comes from the Philippines, where Art Domingo, head of the Manila agency bearing his name, recently issued a statement to guide members of the Affiliated Advertising Agencies Network. Mr. Domingo said:

"As the needs of the client increase so will the work of the advertising agency concerned increase in both scope and magnitude. The agency commission system and the methods of splitting it between affiliate and principal agency will come up for revision. Already there are many agencies which refuse to work on a split-commission basis with any U.S. or European agency. This is so because many local agencies no longer find it profitable to work as an affiliate due to the increasing demands from overseas clients for added services. . ."

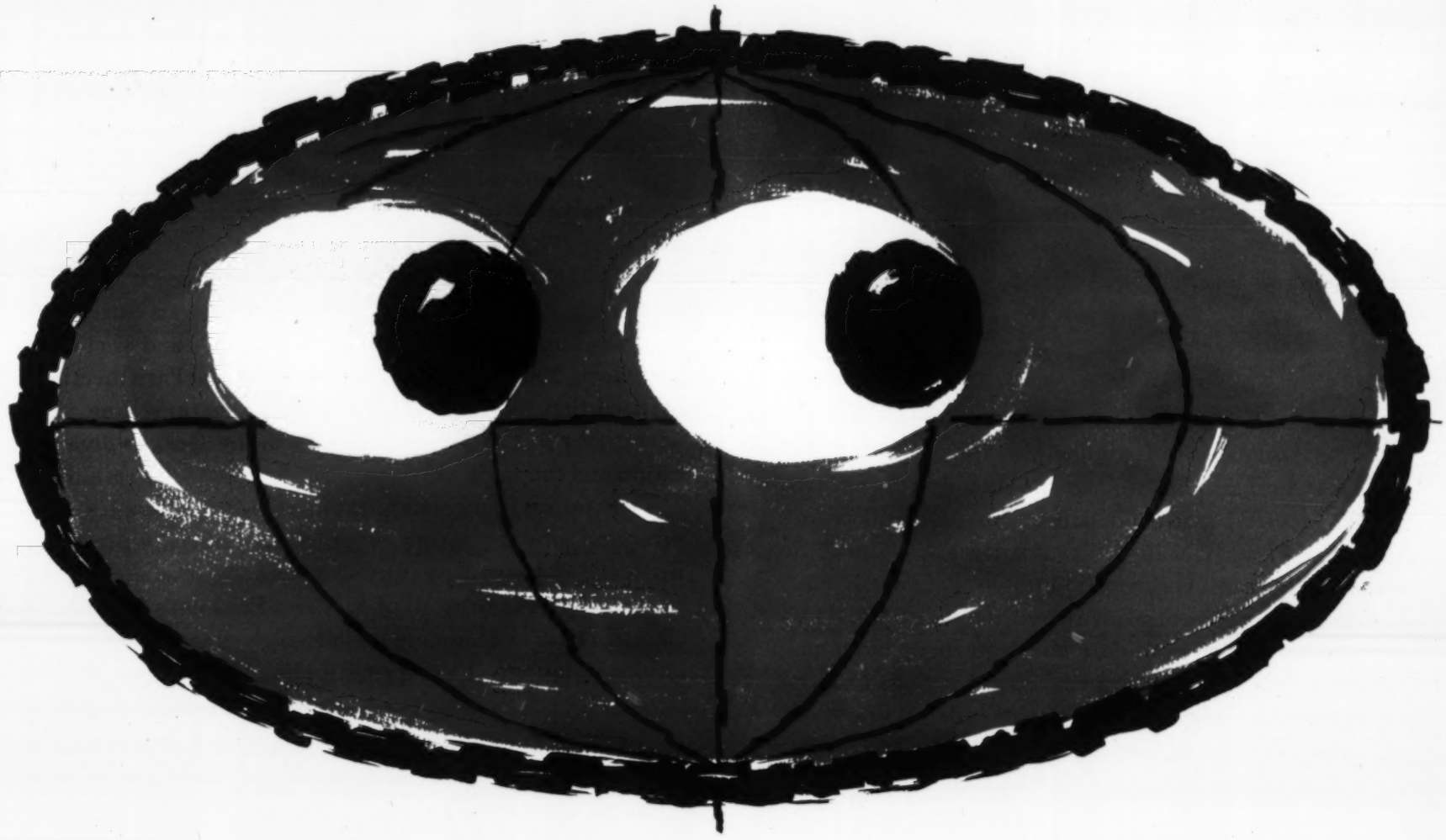
In short, as overseas markets grow, agency services and standards improve and local shops soon become unhappy with a split commission.

■ John F. Maloney, research director of the *Reader's Digest*, recently put his finger on the "secret" of getting good research overseas—a common complaint in international advertising. Mr. Maloney said: "The limitations of media research can be spelled out in any country in the one word, 'money.' Where audiences are big and where advertising is a large-scale business, it is necessary and profitable to supply the best in media research."

The export advertising agencies are, of course, not unaware of these new problems. They have plowed this field too long to miss out on a major trend. Arthur Kron, president of Gotham-Vladimir Advertising, has been on record for several years about the inadequacy of the 15% commission for export advertising. Robert Otto & Co. has expanded through offices of its own overseas.

■ Companies with major stakes in overseas markets continue to find it advantageous to coordinate their international marketing programs through an export shop. Corning Glass and Union Carbide use National Export Advertising Service; American Cyanamid has recently assigned additional business to Foreign Advertising & Service Bureau; Monsanto Chemical and Standard Oil of California retain

ARE YOU LOOKING FOR AN ADVERTISING AGENCY IN GERMANY



No advertiser can afford to take a chance when choosing an Agency in a foreign country. He must be able to trust his Agency as he trusts his bank. Every penny invested must bring a profitable return. There are many ways of finding an Advertising Agency, but where is the guarantee that it is one offering a full service in the internationally accepted sense without which no product, not even the best, can be successful in a modern market. This is the guarantee given by members of GWA who offer a full service; experience in every field of advertising in Germany; a clear-cut conception of marketing and planning; and an undisputed standard of integrity in conformity with internationally accepted standards of Advertising Agency behaviour. An advertiser choosing a GWA Agency for his German or European Campaign is sure of getting the best service for his product.

If you would like further information, may we suggest that you write to the Business Manager, GWA, or to any of the following Agencies:

MEMBERS:

Hanns W. Brose GmbH., Frankfurt am Main
Werbe-Gramm Gesellschaft für Wirtschaftswerbung KG, Düsseldorf
Heumann Werbegesellschaft mbH., Frankfurt am Main
Von Holzschuher & Bauer K.G., Düsseldorf
Lintas GmbH., Hamburg
Markenwerbung Arie van der Plaat K.G., Hamburg
H. K. McCann Company mbH., Frankfurt am Main
Rolf Rühle Werbung, Hamburg
J. Walter Thompson GmbH., Frankfurt am Main
Troost Werbeagentur, Düsseldorf
»Die Werbe« GmbH & Co., Essen
Werbung GmbH., Wiesbaden
William Wilkens Wirtschaftswerbung GmbH, Hamburg
Young & Rubicam Werbegesellschaft mbH., Frankfurt am Main

Gesellschaft Werbeagenturen
(Association of Advertising Agencies)
Frankfurt a. M., Steinweg 5

GWA

"OPERATION EUROPE"

–how one agency, with 30 years of successful experience in Europe, has reacted to the E.C.M.

On December 13, 1957, a group of agency men gathered in Paris to discuss the meaning of the coming European Common Market – and its effect on the organization of their company. That meeting has had far-reaching results. Their agency, McCann-Erickson, had been in Europe for 30 years, had grown to be the continent's largest, was an extremely successful operation with almost 1,000 people and 87 clients marketing 300 products. Yet every man at that Paris meeting realized that the E. C. M. meant a new era in selling and advertising in Europe, and changes in the agency's organization and methods.

They set out immediately on one of the most complex and profound jobs any agency ever tackled. Called "Operation Europe," it has meant intensive work by seven teams of specialists drawn from all of McCann-Erickson's European offices. Their assignments include such areas as Creative, Public Relations, TV-Cinema-Radio, Media, Accounting,

Meeting in Brussels, some of McCann-Erickson's European and international managers discuss special marketing changes caused by E. C. M.

One of the seven teams of specialists brought together from all European offices works out liaison procedures.

Research, Marketing. The whole operation is headed by a directional committee, with a full-time Co-ordinator and staff.

One of the big tasks was the integration of knowledge about markets, media, and services so that any one office had immediate access to the latest complete data on all of Europe. Another was to organize the separate offices into a smooth-working team, with close Europe-wide liaison and exchange of personnel between them all. Another was to analyze the geographic coverage of the area by the seven offices then in existence. Since the original meeting, two additional offices — Milan and Amsterdam — have been opened to give wider and better service in the E. C. M.

Why did an agency that was already successful, that already had 30 years' experience in Europe, go to such vast lengths to improve itself? Was so much work and investment of money and man-hours necessary? The answer lies in a few facts about the booming European market. Industrial output has gone up 40% in the past four years. It is conservatively predicted that the Gross National Product of Common Market countries will increase 27% by 1965. Annual spending on durable goods is expected to increase by 14 billion dollars by 1970; clothing, furniture and soft household goods by almost 10 billion dollars. Competition for business in a market booming like that will be intense. Many will go after it, a few will be far more successful in getting their share of it. McCann-Erickson just wants to make doubly sure that their clients will be among the successful ones. "Operation Europe" has been—and still is—a tough, costly job. But potential returns for McCann-Erickson clients over the next ten years are huge. It's *worth* the effort.

Two new McCann-Erickson offices have been added to the seven already in existence for better E. C. M. service.

Some of the volumes of data compiled by the teams of specialists—an indication of the amount of work involved.

EUROPE:
London · Paris · Frankfurt a/M · Hamburg
Düsseldorf · Cologne · Brussels · Amsterdam
Milan

UNITED STATES:
New York · Boston · Cleveland · Houston
Chicago · Detroit · San Francisco · Los Angeles
Portland · Atlanta · Miami

CANADA:
Toronto · Montreal · Vancouver

LATIN AMERICA:
Buenos Aires · Rio de Janeiro · São Paulo · Porto Alegre · Curitiba · Belo Horizonte · Montevideo
Santiago · Valparaíso · Lima · Bogotá · Cali
Medellín · Caracas · San Juan · Havana
México City · Monterrey

McCANN-ERICKSON, INC.

Gotham-Vladimir; Otto services Miles Laboratories around the world and recently added P. Lorillard as a client.

It is true that Remington Rand has defected from Robert Otto, but it did not go unnoticed last year that American Tobacco Co. pointedly bypassed the export department at Batten, Barton, Durstine & Osborn to name Gotham-Vladimir for a substantially increased budget for international advertising.

Companies Lured to Europe

The *big* story in international business continues to be the movement of American companies overseas. This movement, in full swing now for several years, has accelerated sharply as a result of the European Common Market plans. Hardly a day passes without a report of a new overseas venture by a U.S. manufacturer. Here is a capsule picture of this passing parade:

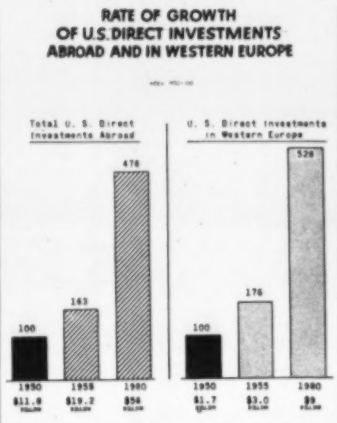
In 1958, 47 companies—23 of them American—set up subsidiaries in the Netherlands ... In the past five years, 92 U.S. companies have established branches in the Netherlands ... National Lead, Union Carbide, General Milk, Rheem Mfg., Argus Chemical, Houdaille Industries, Wynn Oil and E. F. MacDonald all moved into Belgium in 1958 ... Since 1954 the following companies have organized Belgian operations: Procter & Gamble, Chas. Pfizer, Black & Decker, U.S. Rubber, Corn Products, Bettinger, Westinghouse, Baxter Laboratories, Outboard Marine, Eli Lilly and Carborundum.

■ William H. Mathers, vp of Yale & Towne, recently returned from a tour of Europe and Latin America with this message for U.S. manufacturers: Either set up plants overseas or face exclusion from growing world markets ... Bjarne Asper, vp and general sales manager of Johns-Manville's international division, told the *Journal of Commerce*: "The only real way we can stay in Europe is by having plants there."

H. J. Heinz, a company which already does about 50% of its business overseas (mainly in Canada, Britain and Australia), has secured a toehold in the European Common Market by acquiring the 60-year-old Dutch food processor, Taminiau. Explained Heinz: "We believe the creation of the Common Market in Europe is one of the most significant economic and political developments of the century."

Big Du Pont is moving the same way. Long uninterested in foreign manufacturing operations, Du Pont is now building a Neoprene plant in Northern Ireland, a paint factory in Belgium and an Orlon plant in the Netherlands. Du Pont noted that the European Common Market will be "the largest single market outside of the United States."

Du Pont, Dow Chemical, Allied Chemical and American Cyanamid all organized separate international divisions for the first time in 1957 and 1958 ... as did Armstrong



UPSWING—*The European Common Market has accelerated U.S. business investment in Europe, but moves to other parts of the world are rising, too.*

Cork ... In the chemical field, the pacesetting U.S. company has been Monsanto, which set up its international division in 1953 ... Monsanto now has foreign sales of $100,000,000 and ranks as the No. 2 chemical producer in Britain ... Chemstrand Corp., which Monsanto owns jointly with American Viscose, has also moved into Europe recently with plants in Britain and France and a Zurich office to coordinate sales and advertising.

■ By comparison with these giants, Reichhold Chemicals is small ... But this White Plains, N.Y., company now has a team of eight executives—including H. H. Reichhold, president, and M. K. Pinkerman, vp-advertising—touring Europe to visit affiliates, licensees and subsidiaries ... Reichhold provides companies overseas with its know-how ... In 1958, these affiliated Reichhold companies had total sales of $55,000,000.

Pharmaceutical companies are heavy investors overseas ... It is fairly common in this field for a company to do at least 25% of its business abroad ... Parke-Davis does 33% ... Merck, currently building a $5,000,000 plant in Buenos Aires, derives 27% of its sales from overseas ... Chas. Pfizer, also building a new plant now in Argentina, did not make a single product outside of the U.S. at the start of 1951 ... Pfizer now manufactures in 19 countries and its international sales of $85,000,000 accounted for 39% of total volume in 1958 ... Pfizer is completely decentralized abroad and its overseas branches spend an estimated $5,000,000 annually on promotion.

■ Minnesota Mining & Mfg. is a company which entered foreign markets only eight years ago. It now enjoys sales of $80,000,000 overseas ... Goodyear Tire, which derived $18,500,000 of its $65,700,000 net income from foreign sales last year, is now building a $7,000,000 plant in France, its 29th tire-producing factory ... Timken Roller Bearing, also very active overseas, is building a new $8,000,000 plant in France ... Black & Decker has formed a German subsidiary ... Willys-Overland is making Dauphines in Brazil and has become the largest automotive producer in that country ... Rockwell Mfg. Co. recently acquired two German companies.

U.S. Rubber has acquired a 48.2% interest in Englebert, leading Belgian tire producer ... Procter & Gamble, moving rapidly in Europe, is reportedly ready to expand into Germany and Denmark ... Bristol-Myers, which has licensees in several European countries, has bought a German cosmetics producer, Khasana ... John Deere & Co., with export sales off 4% in 1958, has set up subsidiaries to manufacture agricultural equipment in Mexico and Argentina and has also acquired 85% control of Lanz, leading West German farm equipment producer ... J. I. Case, another farm equipment company, is about to acquire a French producer ... Scott Paper, which has joined with Bowater Paper to market paper products in Britain, has joined again with Bowater in an Australian venture.

■ Seeing the handwriting on the wall, the management consultants have been following the lead of their clients. McKinsey & Co., Booz, Hamilton, George Fry and Bruce Payne have all set up operations in Europe—most of them in the past year.

When the client goes, can the agency be far behind? This is a question asked today in many shops. J. Walter Thompson Co., McCann-Erickson and Grant Advertising, each with more than 30 offices abroad, have a big jump on the field. Young & Rubicam, Erwin Wasey, Ruthrauff & Ryan and Foote, Cone & Belding also have some strong shops abroad. Many agencies have been scrambling recently to get representation overseas.

■ Monroe Dreher set up an in-

NEW YORK Herald Tribune
EUROPEAN EDITION

THE MONTHLY ECONOMIC REVIEW

takes Europe's pulse and pressure

every 30 days

What is the Common Market worth to *me?*
Is it true that Europe has recovered?
How will I know when—and where—to enter this Market?

Anybody who does business with today's Europe
has to be sure of today's facts on European economic life.
Anybody who thinks about doing busines with today's Europe
needs also to be known *in* today's Europe.

This is why the Monthly Economic Review of the international business picture, written by top-flight editors in Paris and by a distinguished staff of contributors, is published early each month by the European Herald Tribune.

Your firm needs to be represented in this Monthly Economic Review regularly—especially since it is published specifically for international traders, men of finance and government officials.

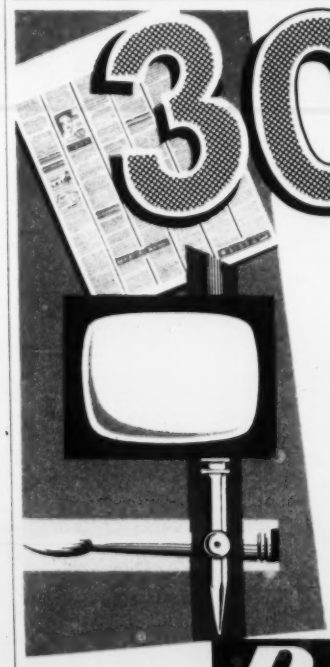
Monthly Economic Review publishes up-to-the-minute statistics on production, industry and trade in 20 countries . . . covers coal, electricity, steel, cement output, industrial production indices. In addition to France's economy, it also has feature pages on Great Britain, West Germany, Italy, Belgium . . . gives reports on "What's New" in products and inventions. . . etc. etc.

Most important of all: it's read by top executives in 71 countries around the world—Europeans and Americans alike. It's the only publication of its kind in Europe.

Shouldn't you be advertising in it? Shouldn't you be getting it?

for details write:

Bill Ely
European Herald Tribune
230 West 41 St., New York 36
PEnnsylvania 6-4000



30 million consumers...

SPAIN, an interesting European market where the consume is constantly increasing.

...But Spaniards have a special way of thinking and working. A deep knowledge and a systematic study of the country and the people are necessary to get a success in advertising.

RUESCAS does know his operating field. Periodical researchs enable it a punctual and continuous control of the market.

If the **RUESCAS** advertising campaings do have a big success it is due to equipment work of his splendid technical and artistic personnel.

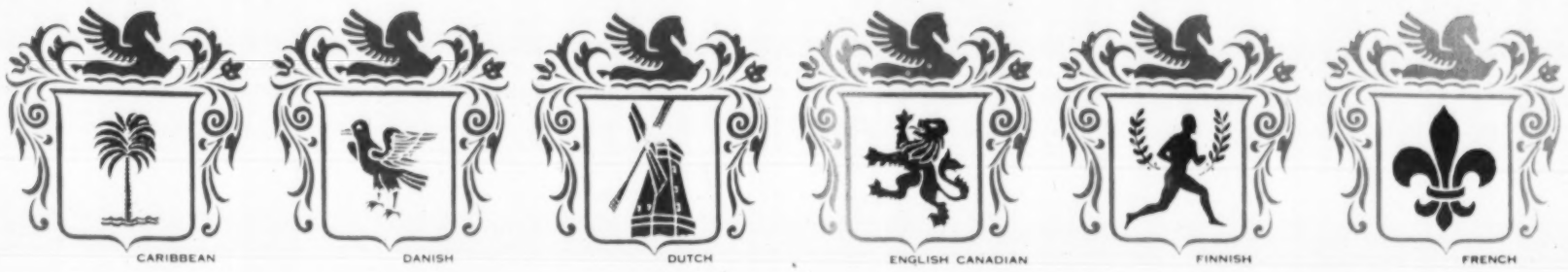
RUESCAS Agency is one of the best in Spain, working with the same methods as those of the States.

- No competitive accounts.
- No represents any media.

...and full Departments of
Market Research - All media - Art Dept.
Photography - Public Relations - Radio & TV
Supervisors - Executives - etc.

Ruescas
an effective Advertising Agency
Av. José Antonio, 55 - Madrid (Spain)
Branches in the biggest cities

The world's



most powerful selling force

is local wherever it goes

. . . 30 editions in 13 languages

People have faith in

Reader's Digest

Bought by more than 20,000,000 people around the world each month

ternational division to service Avon ... MacManus, John & Adams did likewise for Dow Chemical ... Benton & Bowles, prompted by Procter & Gamble, moved into England ... Ted Bates & Co., serving two international giants in American Home Products and Colgate-Palmolive, tried unsuccessfully to buy a British agency, also a Colgate shop.

BBDO put a man in Switzerland last year and European advertising circles are wondering whether this is a prelude to a BBDO-European operation ... BBDO has a host of internationally-minded clients—Du Pont, Minnesota Mining and American Tobacco, to name three ... Bryan Houston Inc. has suddenly blossomed as an "international" agency as result of an appointment from Remington Rand International on electric shavers ... Two shops considered likely candidates for international expansion (in view of their client rosters) are Kenyon & Eckhardt and D'Arcy, both already on the ground in Mexico City. #

It's Tough to Open Agency in Lush, Cartel-Oriented Switzerland

Swiss Living Standard Highest, But Complex Ad System Is Snag

By Egon P. S. Zehnder

(A graduate of Harvard business school, Swiss-born Egon Zehnder is a European executive of McCann-Erickson.)

ZURICH, April 21—Switzerland, which enjoys the highest standard of living in Europe, has a complicated advertising placement system which has effectively deterred non-Swiss agencies from entering this rich market.

Even such international giants as J. Walter Thompson Co., McCann-Erickson and Grant Advertising have tapped markets much smaller and much less lucrative (Latin America, for example) than the rich, financial center of Switzerland.

(Editor's Note: Several agencies, notably McCann-Erickson and Young & Rubicam, are now moving into Switzerland but they are setting up service-and-liaison offices rather than functioning national agencies.)

■ Switzerland's business structure is cartel-monopoly-trust-oriented. This pattern is reflected in its space placement system. Here are a few points to help a potential advertiser find his way through the Swiss placement labyrinth.

The Swiss advertising space market in printed media is divided into two groups of publications: (1) The "self-placing" publications (*Eigenregie*) and (2) the "outside placing" publications (*Fremdregie*).

Self-Placing Publications

These are publications which maintain their own advertising departments, much as U.S. magazines and newspapers do. In this group are three types:

1. Publications which have so much space allocated to advertising that the cost of maintaining a separate advertising and sales staff is warranted. Among these, for example, are the big daily newspapers such as the influential *Neue Zurcher Zeitung* and the weeklies and monthlies with exceptionally large circulations.

2. Publications with not enough advertising space to interest a placement agency. These are usually small magazines which purposely de-emphasize advertising (for prestige reasons).

3. Publishing houses issuing a number of publications. In this case, the advertising functions for all the publications are centralized in one department. Examples: The powerful Ringier & Co. group, with its dominant weeklies, *Sie und Er, Schweizer Illustrierte* and many other leading family magazines; Verlag Hallwag; Guggenbuhl & Huber; and Schweizer Spiegelverlag.

L'AFFICHE—*Swiss poster ads are restricted to such structures as telephone call boxes like this one in Zurich, pillars and fences around construction products.*

Outside Placing Publications

These are publications which have subcontracted advertising to a third party. This arrangement takes various forms:

1. *The "house agency."* Here the publication assigns its advertising function to a separate agency which is financially controlled by the publication. This system, however, is now rare.

2. *The collective.* Here publishers join together in an association without losing their independent status. The aim is to establish an efficient space selling and administrative organization which an individual publisher could not afford alone. The participating publications agree to delegate their advertising placement business to a designated central organization (a similar setup in the form of the "*Anzeigenring*" is still popular in Germany).

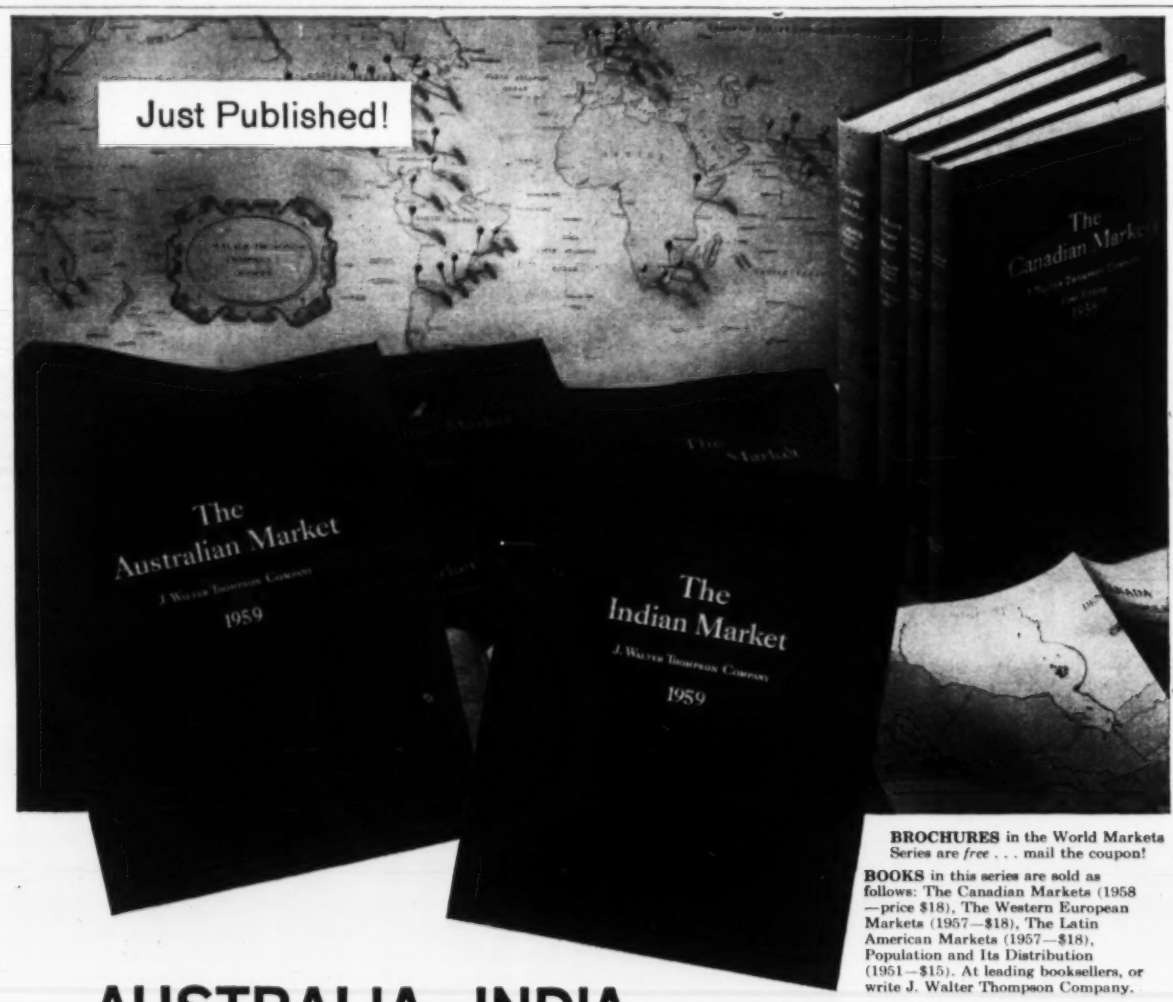
3. *Partial outside placement.* This form exists where a publication assigns to an independent placement agency a franchise for all ads placed outside a specified (usually local) territory. The advantage is obvious: A local paper can benefit from the extensive nationwide sales organization of a placement agency. This partial placement system is sometimes geared to the type of products or services to be advertised. For example, Switzerland's fourth largest placement agency, Senger Annoncen, owns a subsidiary, IVA, which specializes in the travel ads.

4. *Exclusive outside placement.* Under this system, the publisher delegates all functions connected with advertising to a qualified placement agency under the legal form of a lease basis. In 1955, out of 483 newspapers, some 60% had their entire white space subleased to a placement agency. The sum payable to the publication by the agency is figured on four different bases: On the agency's net receipts, leaving the agency a commission of 25 to 40%; on the agency's gross receipts; on the amount of space placed by the agency; on the basis of a fixed fee.

■ Summarizing, one can say that it is difficult for a foreign advertising agency to break into this media phalanx because:

1. The lease agreements between the placement agencies and the publications are in many instances fixed decades in advance.

2. An estimated 60% of all newspapers and 25% of the magazines now have exclusive con-



BROCHURES in the World Markets Series are *free* . . . mail the coupon!

BOOKS in this series are sold as follows: The Canadian Markets (1958—price $18), The Western European Markets (1957—$18), The Latin American Markets (1957—$18), Population and Its Distribution (1951—$15). At leading booksellers, or write J. Walter Thompson Company.

AUSTRALIA—INDIA

What kind of markets are these for *your* kind of product?

Two new publications—THE INDIAN MARKET and THE AUSTRALIAN MARKET—answer your questions.

They tell you where people live, what they earn, produce, buy—and many other essential marketing facts about consumption and distribution. *Do you know what your marketing future is in:*

AUSTRALIA: Per capita income ranks with the world's leaders. Private U.S. investment in Australia is growing rapidly—tripled from 1950 to 1957—now stands around $770 millions. U.S. earnings—at 14% on total investment in 1957—make Australia one of our most rewarding markets.

INDIA: 13th largest U.S. overseas market—where U.S. business investment almost *tripled* since 1948. While per capita consumption and production of many items by India's 400 million people is low, there have been steady and substantial increases which promise to continue.

These two publications are the latest additions to J. Walter Thompson Company's world markets series. Books and brochures in this series are proving indispensable to businessmen alert to the opportunities of growing overseas markets. If your company manufactures or sells in these markets—or is considering it for the future—you need these publications.

We will send you copies of these publications or, while they last, any of the other *brochures* in this series FREE. Or, if you already have placed your order, prior to publication, the copies you ordered will reach you soon.

MAIL THIS COUPON

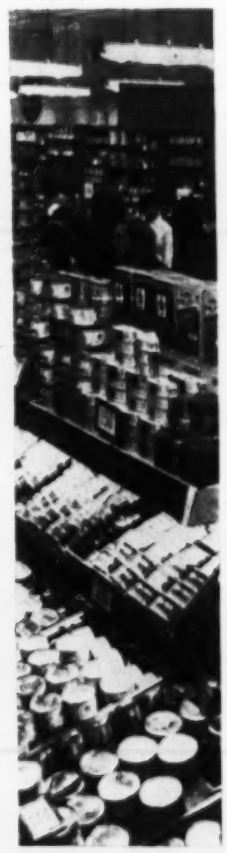
J. WALTER THOMPSON COMPANY
Dept. AA-4, 420 Lexington Ave.
New York 17, N. Y.

Please send the World Markets brochures checked below without cost or obligation:

- ☐ THE AUSTRALIAN MARKET (1959)
- ☐ THE INDIAN MARKET (1959)
- ☐ THE ALASKAN MARKET (1958)
- ☐ THE JAPANESE MARKET (1956)
- ☐ THE PORTUGUESE MARKET (1956)
- ☐ THE PHILIPPINE MARKET (1956)
- ☐ THE PERUVIAN MARKET (1956)

Name_____
Company_____
Address_____
_____

SYNERGIE KNOWS WHAT EUROPE BUYS



Europe may be a dark continent to you.

But it's already been checked and charted by Synergie.

At Synergie, over 200 trained advertising specialists

have learnt over the years how to sell to Europe.

They know what Europe wants to buy.

And they know why.

Synergie R.O.C. (the marketing and research branch of Synergie)

digs out the down-to-earth factual information

essential to successful campaign planning

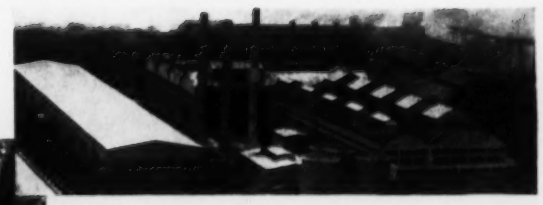
in half-a-dozen languages.

Synergie in Paris gives you the all-round service,

the brilliant creative drive you'd expect from

*a top American agency**

Synergie knows what Europe buys.



SYNERGIE

29-31, rue de Courcelles - Paris (8e) - BALzac 95-50

***SOME OF OUR INTERNATIONAL ACCOUNTS : AIR-WICK - MAGNÉSIE BISMURÉE (BIS MAG) - CALTEX - FORMICA - MAX FACTOR HOLLYWOOD - OMO - PARKER PEN**

tracts with placement agencies.

Swiss Media Agencies

Total 1958 advertising expenditures for Switzerland are estimated at about $200,000,000. About 35% of the total was invested in print advertising. Of this total ($70,000,000), about 34% was placed through placement agencies. Of the 70 placement agencies, five hold about 94% of the space market:

Publicitas S.A.	56%
Orell Fussli Annoncen A.G.	17%
Schweizer Annoncen A.G. (ASSA)	9%
Senger Annoncen	7%
Mosse Annoncen	5%
All others	6%

■ Publicitas, largest of the placement agencies, has 19 branch offices in Switzerland and is the exclusive space representative for 23% of all newspapers in the country. Switzerland, it might be pointed out here, has the heaviest newspaper density in Europe. There are more than 500 daily papers with a total circulation of only 2,870,000.

Apart from the media placement agencies, there are a number of agencies offering services comparable to those offered in other countries. It is difficult to rank agencies by size because the billing system is not standardized but it can be said that the six largest agencies in the country, with billings ranging from $850,000 to $1,500,000, are the following Zurich shops: Adolf Wirz, Rudolf Farner, Paul O. Althaus, Ed. Annen, Victor Cohen and Gisler & Gisler.

■ The next group, with billings ranging between $330,000 and $750,000, is composed of the following six: Triplex Advertising, Dolan & Bernhardt, Alfred Steinman Agency, Jean Wild, Walter Greminger and Werner Speidel. All are headquartered in Zurich, except for Dolan & Bernhardt, which has offices in Geneva and which has a financial tie-in with Dolan, Ducker, Whitcombe & Stewart of London.

In the past, the service agencies have experienced difficulties in collecting commissions from the placement agencies. The situation has improved but commission arrangements still vary considerably. Ideally, it should work something like this:

Assuming a full-page ad in a Swiss paper costs 1,000 francs, the client will be billed for 1,000 francs. The placement agency may deduct a 20% commission from the publisher and will then pass on 10% to the advertising agency. In other words, the newspaper gets 800 francs and the remaining 200 francs are split between the placement and service agencies. #

Ford Leads International Advertisers

(Continued from Page 43)

Motors, Shell Petroleum, Champion Spark Plug, Omega Watch, Coca-Cola, Burroughs, Douglas Aircraft and Monsanto Chemical.

■ Bringing up the rear of the top-50 group, with expenditures of $40,000 each, were Philips of Eindhoven, Miles Laboratories, Warner-Lambert, Hitachi Ltd. of Tokyo, Standard Oil of New Jersey and Cessna Aircraft.

These figures, it should be strongly emphasized, represent only a *partial* accounting of international advertising volume.

First of all, they cover only eight months because Rome's measuring service did not start until last July.

Secondly, they are composed of unequal elements. Rome's report for the last half of 1958 covers only media circulating in Latin America, while the January-February report is a worldwide one.

■ As a result, two points are obvious: The figures are *understatements* and they are weighted heavily on the side of Latin American advertisers.

In addition, it should be kept in mind that these figures largely reflect the use of internationally circulated magazines and do not take into account the considerable expenditures these companies and other advertisers may be making at the local level. Procter & Gamble and Colgate-Palmolive, for example, do not make this top-50 list, yet both are multi-million-dollar advertisers outside the U.S.

These deficiencies notwithstanding (up to now, it should be remembered, there has been *no* regular measuring rod for these expenditures), the figures give a fair indication of who is spending what in media reaching into all parts of the world.

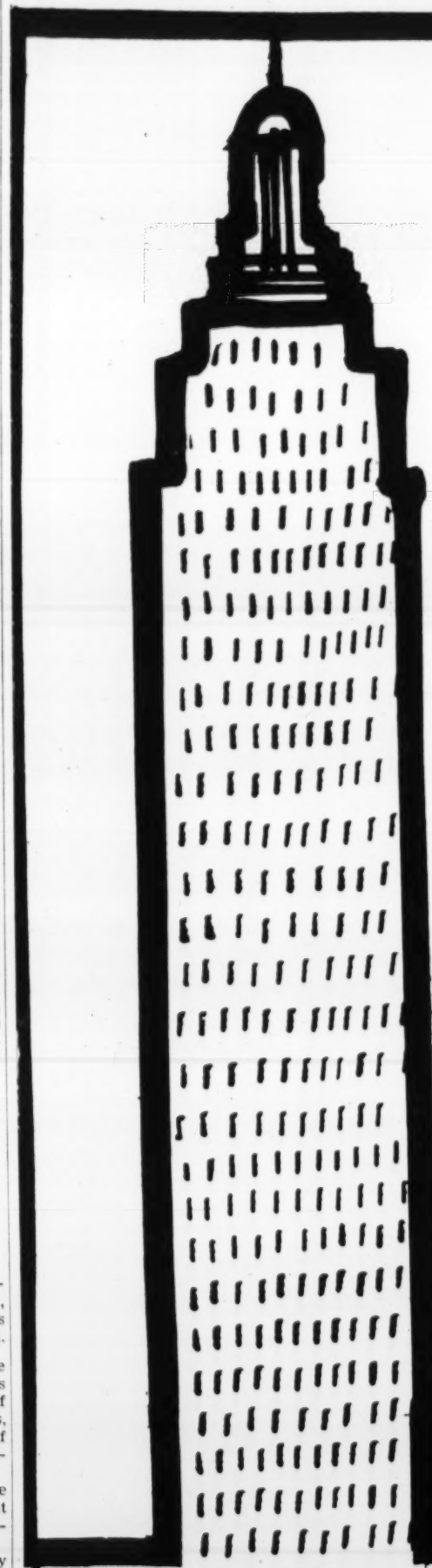
On the basis of this 1958-59 compilation, certain observations can be made:

1. Automotive companies bulk large in this field. Of the top 25 advertisers, eight are part of this industry: Ford, GM, Champion, Firestone, Daimler-Benz, Chrysler, Willys Overland, Goodyear Tire.

2. U. S. companies dominate the list, taking 40 out of the top 50 places. The leading non-U.S. advertiser is Britain's Shell Petroleum, which ranks 5th.

3. One Swiss watch maker, Omega, is now supporting a heavy worldwide ad campaign, replacing the former leader, Rolex.

4. In the liquor field, three companies are investing substantial sums in international media—Grant's scotch, Ballantine's scotch and Martini & Rossi, all non-U. S. companies.



LPE
is
closer
to
Continental
Europe...
...than New York

L P E
THE LONDON PRESS
Headquarters of the LPE Organization 110 ST.

5. In the oil field, Shell, Texas, Socony Mobil and Standard Oil of California are all spending more than the world's largest petroleum company, Jersey Standard.

6. Pan American and KLM are the leaders in the airline field.

7. From the agency standpoint, J. Walter Thompson Co. continues to lead in this type of placement. Of the top 15 advertisers, six—Ford, Pan Am, Champion, Burroughs, Douglas and Standard Brands—are JWT clients. #

Helmco-Lacy to Potter

Helmco-Lacy Inc., Chicago maker of fast food service equipment for the institutional trade, has named Robertson Potter Co., Chicago, to handle advertising and public relations. Potter will also work with two new Helmco-Lacy subsidiary divisions, Helmcold Dispensers Inc., and Flake Ice Machines Inc., and a third division in the industrial field, Hydroforming Co. of America.

Japan Ad Volume in '58 Rises to $295,000,000

TOKYO, April 21—Japanese advertising volume approached the $300,000,000 level in 1958.

Total expenditures advanced to $295,000,000, compared with $260,000,000 in 1957, according to figures developed by Dentsu Advertising.

Appropriations were up for all media but for the first time in Japan's advertising history the newspapers' share of the melon dropped below 50%.

■ Newspapers accounted for 54.2% of expenditures in 1957 and 49.3% in 1958. It marked the eighth year in a row that the newspaper share has declined.

Radio, a major contributor to the decline of newspaper influence in previous years, is now giving way to television. In 1957, radio accounted for 16% of advertising expenditures; in 1958, 14.7%. Television, meanwhile, jumped from a 6.4% share to 9.9%.

Export advertising, measured separately for the first time in 1958, accounted for 1.2% of total expenditures. #

AHF Division to BBDO

American Home Foods division of American Home Products Corp. has named Batten, Barton, Durstine & Osborn, New York, to handle advertising for a new line of pure mashed banana products under the Chiquita label. In an arrangement with United Fruit Co., AHF will have exclusive U.S. and Canadian sales and distribution of the products for commercial and institutional use. BBDO is also the United Fruit agency.

One great advantage of the London Press Exchange being a native British advertising agency is that we have long been used to sitting on our own back porch, so to speak, and getting a fine view of Europe. For years we have gone to France to take fashion photographs, to Switzerland to get poster designs, to Holland for good printing in a hurry and to Italy for the settings for T.V. commercials.

And we are a great deal more international than that. Through our wholly-owned subsidiary company and international division, Intam Ltd., we have been responsible for years for the successful planning and mounting of marketing, merchandising and advertising operations of major British and international companies in Continental Europe.

We now have our own offices in Italy, in the Union of South Africa and in the Central African Federation; and we operate through a worldwide network of affiliate agencies in every other country in the world where the markets are worthwhile (including the U.S.A.).

Our market research division, Research Services Ltd., constitutes the British end of I.N.R.A. We are currently doing surveys on a ten-European-country basis.

To show you just how truly the world is our parish, we would like you to see a comprehensive data book we have produced giving full details of all the commercial television facilities available to international advertisers in every country in the world where they exist (except the U.S.A. and Canada). It will cost you U.S.$35—and worth it.

You can also have—for free—a booklet describing us and how we work. Please write for a copy, if neither you nor your London representative can spare the time to come and see us. If you are seriously interested, we'll come to see you.

is to Washington

EXCHANGE LIMITED

MARTIN'S LANE, LONDON WC2, ENGLAND

La Hacienda

the distinguished magazine for Latin America

ADVERTISE IN LA HACIENDA BECAUSE:

1. Oldest paid circulation magazine in export—54 year record of uninterrupted monthly publication—632 issues to date.
2. Direct paid subscriptions — $4.00 a year—negligible newsstand sales.
3. Monthly editions in Spanish and Portuguese — the native languages of Latin America.
4. Written for "hacendados"—members of the landowning class — men who are also active in industry, commerce and government.
5. Multiple coverage too of leading distributor-dealers — some have paid for LA HACIENDA since our founding in 1905.
6. Finest printing — famed for four-color covers . . . superb presentation . . . no skimping on editorial matter . . . nonpolitical . . . interesting and instructive content pertaining to the land and industry allied with the land.
7. Four "Sources and Resources" issues yearly — with Buyers' Guides — covering various phases of agriculture and allied industry.
8. Continuity of editorial policy by an editorial staff that has been intact for several years — now reinforced by an Editorial Consulting Board of top caliber experts in LA HACIENDA's market area.
9. "Proud company" advertisers like Alcoa, Allied Chemical, Link-Belt, Ford, ISE, Shell, Caterpillar, RCA, Fairbanks-Morse, Goodyear, Allis-Chalmers, Worthington, U.S. Steel and a host of other "blue-chip" firms in export.
10. TOPS in acceptance — recent independent Erdos and Morgan survey shows LA HACIENDA the LEADER in its field in ALL ten markets studied.

Write for rates and data

La Hacienda Co.

20 VESEY STREET
NEW YORK 7, N.Y.

Ruescas Publicidad Gives Lowdown on Spanish Market

MADRID, April 21—Newspapers and magazines are the biggest media in Spain, although radio and film advertising in movie houses has grown "enormously," Ruescas Publicidad, ten-year-old Spanish agency, has reported.

The agency, which has branch offices in many parts of Spain and which claims to be the first to initiate market research, public relations and tv departments in Spain, said in a special report that 90% of the people read newspapers, 87% of households have radio sets and 65% of the population between 15 and 60 years old goes to the movies at least once a week.

Ruescas Publicidad also reported:

• Spain has 11 national newspapers, with circulations ranging from 70,000 to 200,000, and about 120 regional and local newspapers, usually with over-25,000 circulation.

• Of 23 general magazines, 16 are weekly and seven monthly, and circulation ranges from 5,000 to 70,000.

• Broadcasting stations number 196, radio sets 8,000,000. There are three tv stations located in Madrid, Barcelona and Zaragoza, and an estimated 65,000 tv sets in those cities. #

H-R Names Gelb Agency

H-R Representatives and H-R Television, New York, radio-tv station representatives, have appointed Art Gelb Advertising, New York, to handle their advertising. Caples Co. formerly handled the account. Edward Sherinian, formerly with John Blair & Co., has joined the sales staff of H-R Television.

In Latin America . . .

Joint Promotion Supported by 15 U.S. Companies

Build Model Kitchens in 12 Cities; 6,700 Visitors in San Juan

NEW YORK, April 21—Fifteen U.S. manufacturers have just completed an unprecedented advertising and merchandising program in ten Latin American countries.

Called "La Cocina Modelo para la Vida Moderna" ("The Model Kitchen for Modern Living"), the cooperative promotion ran for two full weeks, beginning April 5.

CROWD IN A KITCHEN—*Puerto Ricans pack San Juan showroom to see GE appliance demonstration during two-week model kitchen promotion by U.S. manufacturers. Promotion cost:* $250,000. *GE share:* $50,000.

SIX FROM GE—*General Electric promotes six of its home appliances in this Hablemos spread which helped to kick off model kitchen exhibition in 10 Latin American countries.*

Hablemos, Sunday newspaper supplement distributed by nine Latin American papers, conceived and coordinated the promotion, which involved the setting up of identical model kitchens in 12 cities.

■ The kitchens were working models (supplied with electricity and water) and were open from 10 a.m. to 10 p.m. with a full program of activities, including live demonstrations, sampling, taste testing, entertainment and distribution of recipe booklets and other literature.

The most active participant was International General Electric, whose appliances formed the heart of the exhibits. The model kitchens also showcased the products of Home Products International, Standard Brands, Kraft Foods, Lipton, Corning Glass (Pyrex), Pillsbury, R. T. French, Pittsburgh Paint, Scott Paper, Coca-Cola, Quaker Oats, Bon Ami, Congoleum-Nairn and Ajinomto.

■ Preliminary reports indicate that the promotion was a howling success. Some 6,700 visitors were clocked during the first two days of the showing in San Juan, Puerto Rico; some 2,400 persons visited the showroom in Panama City during the first two days.

Other cities where the model kitchen could be seen were San Jose in Costa Rica; Havana; Guayaquil and Quito in Ecuador; San Salvador; Guatemala City; Managua in Nicaragua; Ciudad Trujillo in the Dominican Republic; and Caracas and Maracaibo in Venezuela.

■ The promotion was a rather unusual one for Latin America, although it has been used frequently in the U.S. *Hablemos*, which kicked off the program with a special issue on April 5, said it was "the first time a cooperative sales promotion and merchandising program of this magnitude has been put in operation in Latin America."

The April 5 *Hablemos* devoted 28 of its 40 pages to advertising and editorial material related to the model kitchen. The participating companies followed this up with local advertising in newspapers, radio, television and movie houses. Special window streamers and product stickers were distributed to dealers.

General Electric, which took two half pages, two full pages and two spreads in the April 5 *Hablemos*, also promoted the model kitchen with advertising in the Caribbean edition of the *Reader's Digest*. Grant Advertising is IGE's agency. #

Ervaco, Swedish Agency, Raises Billings 14%

STOCKHOLM, April 21—Ervaco Advertising, leading Swedish agency, increased its billings 14% in 1958 but net earnings slid 16%.

Ervaco's annual report, issued here last week, showed 1958 billings of $4,910,000. After-tax earnings totaled $14,700.

In 1957, the agency earned $17,500 on billings of $4,290,000.

The agency noted that while turnover increased, salaries and overhead costs "continue to rise, while the newspaper and magazine commission rates are constantly decreasing."

Ervaco is probably the only agency in the world to issue an annual report comparable to one issued by a publicly-held company. The report includes complete breakdowns on media use, a profit and loss statement showing such items as administrative costs and salary expenses and a balance sheet of assets and liabilities.

Ervaco was founded in 1925 by Erwin, Wasey & Co. Erwin Wasey, Ruthrauff & Ryan retains a minority interest in the agency. #

Stanley Sets Drive for Door

Stanley Works, New Britain, Conn., has set "one of the most extensive promotional campaigns" in its 117-year history for its new Surfaset hardware. The advertising, set to appear in magazines, will play up Surfaset as a new concept in residential doors. Surfaset allows the door to overlap the doorway opening, and, because no special frame or recessing is required, can be hung in 30 minutes compared to three hours for a conventional door, Stanley says.

What is Dentsu?

Dentsu is a major marketing agency in Japan

Dentsu is the biggest advertising agency outside the U.S.

Dentsu is participating actively in world advertising*

Dentsu is 25 offices in Japan

Dentsu is 3000 people skilled in publicity in Japan

Dentsu is billing more than $100 million

*Dentsu President Hideo Yoshida is Vice-President for Far East, IAA

Dentsu Advertising Ltd.

Nishi-Ginza, Tokyo, Japan
Cables: DENTSU TOKYO

Vick Does 25% of Sales Abroad in 25 Countries

Foreign Affiliates Account for 85% of Overseas Business

NEW YORK, April 21—Vick Chemical Co. does a hefty business overseas, witness its package slogan: "Now over 209 million Vicks packages used yearly."

The cold remedy company, which got started in the international field in a small way in the early 1920s, is now believed to do an estimated 25% of its sales abroad.

Vick products are manufactured today in 25 countries. They are also exported out of the U.S., Britain and South Africa, but 85% of overseas sales comes from direct manufacture abroad.

■ Vick International, headed by G. B. McClure Jr., maintains a strong central control from New York. Overseas managers are given considerable autonomy in the selection of agencies and the use of media. However, they must submit to New York a budget and a complete marketing program, complete with pilot ads.

Vick companies overseas spend an estimated $3,000,000 on advertising annually.

McCann-Erickson has emerged in recent years as the principal Vick agency overseas. McCann recently succeeded J. Walter Thompson Co. on the account in Argentina and Brazil. McCann also has the Vick business in Venezuela and Colombia, its London office handles Vick in Britain and Ireland and its Paris office services Vick for France, Italy, Spain and Portugal.

■ J. Walter Thompson Co. was recently assigned the Vick account in Germany. Grant Advertising has the business in South Africa, Willmott's Advertising Agency in Australia and J. Ilott in New Zealand.

Vick says its agency selection is "always that agency in the market which can do the best job of servicing Vick's local needs."

Morse International, Vick's house agency, does the creative work for all "non-decentralized markets." These are 53 markets, most of them small ones. Ads are placed by local agencies which work with Morse.

The Morse agency also helps out on special assignments for the big markets and one of its functions is to keep Vick marketing people overseas advised on what's going on in Vick advertising everywhere in the world. Every month it sends out a fresh batch of new advertising proofs, radio spots, television films and point-of-sale displays. #

Y&R Opens Geneva Office to Direct Europe Operations

(Continued from Page 43)

Geneva office.

Y&R, Geneva, will not function as a full-service agency in Switzerland. It will not have a creative staff and no space or time will be bought for clients.

It will function, instead, as a coordinating office for European marketing. It will supply market data to the Y&R offices in London and Frankfurt and will work with Y&R associates in other countries.

It will also serve as a place where the agency can hoard its lightly-taxed earnings for future investment in European markets.

■ Mr. Enders said Y&R has recently made a complete study of the advertising agency situation throughout Europe. One result of this study was a revamping of the agency's associate agency lineup. In France, for example, Synergie was added to Elvinger as a Y&R associate.

Y&R, Geneva, will be organized as a wholly-owned subsidiary of Young & Rubicam, London. It will be headed by Colin McIver, formerly head of the marketing division in the London office.

■ Mr. Enders believes agency service outside of the U.S. has improved steadily, partially because of the movement of American companies and agencies overseas. He feels that the best way for an agency to operate internationally is through wholly-owned offices, but he points out that this is not always feasible from a financial point of view. In other words, the cost of establishing a full-service office in an important foreign market is not a light one.

Since opening in London in 1944 for General Foods, Y&R has set up offices in Mexico City, San Juan, Caracas and Frankfurt. A. O. Buckingham, former Cluett, Peabody executive, manages the London operation. John Nusbaum, formerly with Y&R in New York, is in command in Frankfurt. Y&R has prevailed upon Henry Lent, for many years a senior writer in New York, to come out of retirement and spend a year in the Frankfurt office as a creative director.

Y&R now employs some 650 persons abroad (including the two offices in Canada)—only 15 of them Americans. #

AIAA

How you can handle

INTERNATIONAL ADVERTISING effectively!

Many overseas markets are open to you today. You can sell in them profitably and lay the foundation for future expansion. International advertising is a catalyst that moves products and ideas across geographic boundaries and through language barriers.

The most effective way to handle international advertising campaigns is through centralized control. The advertiser must control policy, budget, advertising message and appearance because every company has a "personality" and he must interpret and project it through his international advertising agency.

International advertising is a job for specialists, for agencies that fuse a high level of advertising skill with a broad range of international marketing experience.

The International Advertising Agencies listed below have all enjoyed years of gainful experience. Each has specialized knowledge of foreign laws and regulations, language, customs, and buying habits. Each has a staff with intimate experience in the type of advertising best suited for the market under consideration.

We suggest you call upon the executives of one or more of this group. They will be happy to meet with you for a frank and detailed discussion of your problems and the possibilities of overseas business awaiting you. Such a discussion entails no obligation.

THE BUCHEN COMPANY
400 W. Madison St., Chicago 6, Illinois

FOREIGN ADVERTISING & SERVICE BUREAU
342 Madison Avenue, New York 17, N. Y.

GOTHAM-VLADIMIR ADVERTISING, INC.
342 Madison Avenue, New York 17, N. Y.

NATIONAL EXPORT ADVERTISING SERVICE, INC.
405 Lexington Ave., New York 17, N. Y.

ROBERT OTTO & CO. INC.
25 West 45th Street, New York 36, N. Y.

QUINN-LOWE, INC.
415 Lexington Ave., New York 17, N. Y.

AIAA
ASSOCIATION OF INTERNATIONAL ADVERTISING AGENCIES
342 Madison Ave., Suite 1814, New York 17, N. Y.

'Life en Espanol' Study Finds . . .

90,000,000 Spanish-Speaking Latin Americans–But Customers? Not Many

Only 1,700,000 Families of $4,000-Plus Income Narrow Consumer Market

NEW YORK, April 21—Are you overestimating your market in Latin America?

Life en Espanol thinks you might be.

There are close to 90,000,000 people in Spanish-speaking areas of Latin America—quite a sizable chunk of prospective customers, it would seem.

However, in a new study, "A Yardstick for Latin America," *Life en Espanol* applies a research sieve to this burgeoning population. The conclusion: There really aren't so many customers, after all.

As a matter of fact, the publication finds that there are only 1,700,000 families in Spanish Latin America (that is, excluding Brazil) who are prime prospects for consumer durables.

■ These 1,700,000 families are those who enjoy incomes comparable to $4,000-or-more annual income in U.S. dollar equivalents.

"In the U.S.," the study points out, "families with incomes of $4,000 or more account for 68% of all the expenditures on major appliances and 64% of all expenditures on autos. In Spanish America, the market for major consumer items is even more concentrated at the $4,000-and-over level. . ."

Life en Espanol notes that the gross national product for all of Spanish America is approximately $35 billion—about the size of the combined personal income for New Jersey and Pennsylvania. It also notes that the state of Massachusetts has as many cars registered (1,430,000) as all Spanish Latin America.

■ Even projecting into the future, the market does not bulk large. The study estimates that by 1965 the number of families in the plus-$4,000 bracket will reach only 4,200,000. "This projected figure," it comments, "is less than what some companies consider to be their market in Spanish America right now."

Advertisers and agencies receiving this study will, of course, note that the results dovetail nicely with the type of circulation delivered by *Life en Espanol*. The study itself draws the moral: "The goal of the advertiser in Spanish America, therefore, should be to reach, *not* the largest number of *people*, but the largest number of *prospects*."

■ A similar point was made recently by Monroe Mendelsohn, who heads the international market research company bearing his name. In a talk to an American Marketing Assn. meeting here, Mr. Mendelsohn also cautioned about overestimating markets.

The example he gave was from Brazil. He pointed out that in 1950 Brazil had a population of 52,000,000. He added, however, that examination would show that only a fourth of this population lived in cities with populations over 5,000. As a result, considering the vast size of Brazil and the relatively poor living standards in rural areas, the immediate market for a new consumer package item is reduced to 13,000,000. And, he continued, since more than half of the population of Brazil is below the age of 18, the advertiser's prospects are further reduced to a maximum of 6,500,000. #

LION OF THE ROAD—*So says this color page by Daimler-Benz for its luxurious Mercedes-Benz in an ad directed at Latin Americans. Daimler-Benz is Germany's leading advertiser in international media. Heumann Werbegesellschaft is the agency.*

'Not Subsidy' . . .

Asks Hard Money Reimbursement for U.S. Media

Thompson of 'Newsweek' Says Propaganda Value Justifies Help

WASHINGTON, April 21—U. S. publications circulating abroad are an important propaganda force, Harry Thompson, director of the international editions of *Newsweek*, told a House appropriations sub-committee last week.

Testifying on behalf of the Magazine Publishers Assn., Mr. Thompson asked the committee to increase the funds available to international media under the Informational Media Guaranty (IMG) program.

This program enables American magazines, books and movies to be sold in soft currency countries with the guarantee that the U.S. government will accept the local funds and reimburse the distributors with hard dollars.

■ Mr. Thompson pointed out that in 1958 U.S. publications had a total foreign circulation of 14,200,000 per issue, broken down as follows: U.S. magazines with international editions, 11,220,000; U.S. export business publications, 825,000; domestic editions of general magazines, 1,360,000; business, technical and trade publications, 290,000; and newspapers, 508,000.

"There's no question," he added, "that our magazines going abroad have definite propaganda values. Magazines can and do say things that the United States government —through its information agency —can never say because, as one USIA official stated, free private magazines sold to the foreign public do not have the 'smell' of propaganda."

■ Mr. Thompson noted that international publishing is not a very profitable business. He said the 2.7% return after taxes realized by 35 leading U.S. magazines in 1956 is not realized in the international field.

"We're not asking for a subsidy," he said, "but rather, facility to avoid accumulating blocked currency, and we don't need this facility in all countries—only those where exchange difficulties exist. The money we get out will, you'll

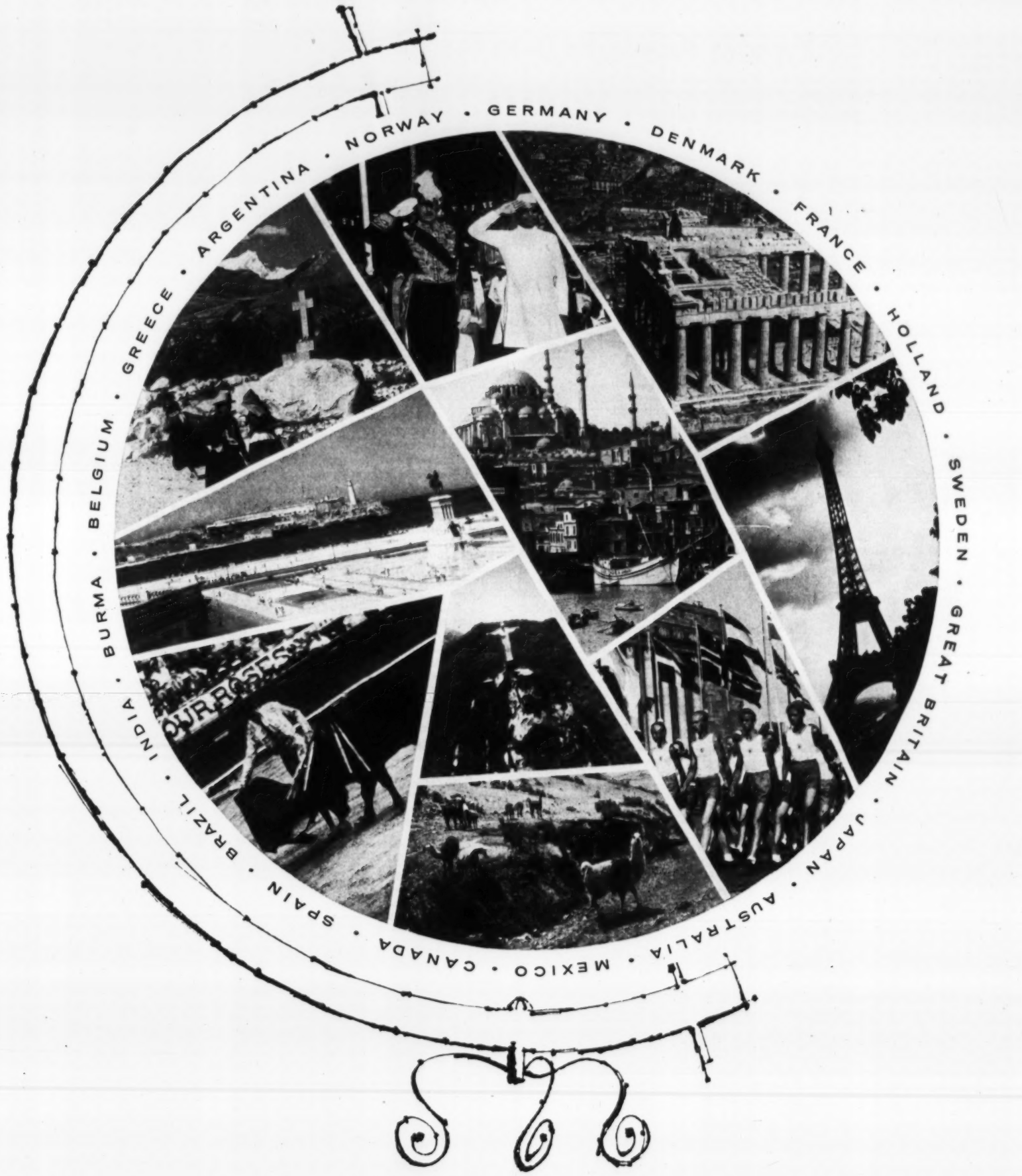
How to save money with jet-age air freight!

LOOK WHAT HAPPENS to your shipments in the jet age. 4½ hours flying time coast-to-coast. 6½ hours flying time New York to Europe. This means profitable markets are now next door. Warehousing can be cut to a minimum . . . overseas inventories reduced . . . big savings both ways.

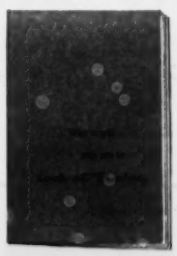
And you get full advantage of this jet air service with Emery Air Freight International. Only Emery gives you 24-hour pick-up and delivery in all major cities in the U. S. . . . cable alerts across the ocean . . . teletype alerts to all shipping points in the U. S. . . . helicopter and Emery radio-dispatch truck shuttle service between New York airports *24 hours a day* . . . over-night delivery between New York and Europe . . . 48 hours between Europe and principal U. S. cities . . . personal supervision of all shipments, including paper work. Let us tell you all about Emery. Write or call us. We have offices in all major cities.

EMERY AIR FREIGHT INTERNATIONAL

General Offices: 801 Second Avenue, New York 17 • Domestic and International Service.


INDIA • BURMA • BELGIUM • GREECE • ARGENTINA • NORWAY • GERMANY • DENMARK • FRANCE • HOLLAND • SWEDEN • GREAT BRITAIN • JAPAN • AUSTRALIA • MEXICO • CANADA • SPAIN • BRAZIL •

WHERE IN THE WORLD WILL YOU BE SELLING NEXT? Wherever it may be, there is an exceptional service to help you sell more—The Buchen Company's International Division. Exceptional on two counts: *First*, unlike a limited export operation, Buchen brings you all the facilities of a big, general agency. *Second*, you have home office control right here in Chicago—extending to 56 associate agencies all around the globe. The booklet below brings you full details; wherever you're selling, *whatever* you're selling, you'll find it worth looking into . . .



Look at Buchen

THE BUCHEN COMPANY • ADVERTISING • 400 W. MADISON • CHICAGO 6

find, be reinvested in securing more circulation abroad. For magazine publishers are serious, dedicated people who operate for purposes of persuasion as much as profit."

Mr. Thompson concluded his statement by warning that the publishers cannot continue to accumulate blocked currency in countries where the IMG program has been cut back. "We can't keep it up indefinitely, and unless we get this vital help from IMG, we're not going to hold onto our readers, our magazine distributors or our advertisers who help underwrite this distribution," he said. #

Tucker Joins 'Institutions'

Harold Tucker, formerly national sales manager of *Diner Drive-In Magazine*, has joined the New York sales staff of *Institutions Magazine*. He succeeds Joseph E. Smith, who has resigned to join the "Greater New York & New Jersey Industrial Directories."

HOW ABOUT YOU?

Do you know that many cancers can be cured if detected early? That an annual health checkup is your best protection against cancer?

Are you giving yourself this big advantage? Or are you taking chances with your life because of foolish attitudes about cancer like these?

DON'T EVEN MENTION THAT WORD!

Fear keeps some people from even *learning* cancer facts that can save their lives.

NEVER FELT BETTER!

Checkups help to detect cancer in its "silent" stage before you notice any symptom.

COSTS TOO MUCH!

Dollars you spend for the protection of your health can mean years of life.

Millions of Americans have made an annual checkup a habit...*for life*. How about you?

AMERICAN CANCER SOCIETY

Agencies Move to Be in on Ground Floor of European Common Market

(Continued from Page 43)

Europe emerged from World War II with countries and their economies almost devastated. The Western European countries realized that their sole hope of rapid recovery lay in close collaboration. Marshall aid, and the need for agreement among its recipients on how it was to be distributed, provided the stimulus that led directly to the creation of the Organization for European Economic Cooperation (OEEC).

There was a general feeling among European middle classes that only a European union could avoid the wars which seemed to ravage the Continent every 20 or 30 years. This view was particularly popular in France, Germany, Italy, Belgium, Holland and Luxembourg. These countries proposed closer political integration, but Britain and the Scandinavian countries refused to go along.

■ But "The Six," as they came to be known, started along the road to integration. The first move was the formation of a customs union between Belgium, Netherlands and Luxembourg, to be known as Benelux, in January, 1948. The three countries did away with the economic influences of their political boundaries, removing tariffs, quotas and other restrictions on trade and movement among the three.

The next move, the Schuman Plan, set up a common market in coal and steel products among the six in 1953. As a direct outcome of this, the foreign ministers of the six met at Messina, Sicily, in June, 1953, and decided to work toward a common market.

The six issued the Spaak report in April, 1956, outlining how the Messina plan was to be put into effect, and this was approved by the six governments in Venice the following month.

■ The six signed their European Economic Community treaty in Rome (the Rome Treaty) in March, 1957, and it came into force in 1958.

In the preamble to the treaty the six declared their intention of establishing "the foundations of an enduring and closer union between European peoples" by gradually removing the economic effects of their political frontiers.

They would establish a common market and a common external tariff against all non-members for all goods; common policies would be devised for agriculture, transport, labor mobility and important sectors of the economy; common institutions would be set up for economic development; and overseas territories and possessions of member states would be associated with the new community for an experimental five-year period.

All these measures, the treaty said, would have one essential aim—the steady improvement of the conditions of life and work of the people of the member countries.

■ The treaty recognized that such vast changes as a common market called for could not be arranged overnight. So a timetable was drawn up for the common market to be progressively established in three stages within 12 or 15 years.

SELLING FOR UNILEVER—*Lever now has pastel Lux bars in Europe too—and it has recruited an ace saleswoman, Brigitte Bardot, featured in this Italian ad—sans body.*

Each stage will last four years, with the proviso that the first stage may be extended up to three years. The first stage got under way at the beginning of this year, when the six reduced their tariffs against the others by an initial 10%. A similar reduction will take place in mid-1960 and at the beginning of 1962.

Three further 10% reductions will follow in the second stage and the remaining 40% will go during the third stage of the transition period.

All export tariffs will be removed during the first stage.

■ During the transitional period the six will also bring their external tariffs against outside countries into line—a sort of tariff wall of equal height all around the ECM six. Once inside this wall, imports from non-members may move freely from country to country without further restriction, just as products from member countries will circulate inside the ECM.

By the end of the transition period, some time between 1971 and 1974, the six would have established the free circulation among themselves not only of goods and services, but also the free circulation of labor and capital, and the right to live, work and trade anywhere within the ECM.

That clears up a common misconception, that the ECM is established. It is in being, yes, but established, no. The ECM will not be completely established for 12 or 15 years.

That is what caused one industrialist to describe the ECM as "a slow motion gold rush."

■ For here is a market of nearly 164,000,000 people—consumers, if you like. It is a market almost as big as the United States with its 168,000,000 people. But whereas the U. S. is already prosperous, the ECM is growing prosperous. For that is the plan.

Already the ECM countries are the world's No. 1 trade power—they do 43% of world trade compared with 33% for the U.S. Compared with the U. S., the ECM is a more compact market: Although it has nearly the same population, the ECM has roughly only one seventh the area of the United States, which means it has some 378 persons per square mile compared with 54 in the U. S.

The scope for economic growth can be seen in a comparison of gross national product. In the ECM it is only $125,000,000,000, compared with $391,000,000,000 in the U. S.

■ Even before the Common Market was set in motion, the rate of economic expansion in Europe was characterized as "breathtakingly swift." In the three years before the Rome Treaty came into operation, average retail sales in the three major ECM countries increased 47.7% (Italy 70%, France 41%, Germany 32%), compared with 12% in the U.S.

In the 10 years between 1948 and 1957, Europe's gross national product per capita increased 40%, compared with 25% in the U. S. and Canada.

Europe as a whole, with only 75% of America's industrial production, is investing as heavily in industrial capital equipment each year as the U. S.

■ What does the future hold? As for establishment of the ECM in full working order, the Economist Intelligence Unit reported:

"In view of the difficulties likely to be encountered, it may seem unduly optimistic to suppose that the process will have been completed by 1970. But there are two good reasons for thinking that it can be done.

"The first is that economic integration among the six is essentially inspired by political motives; the driving force is far greater than if those concerned were acting in the light of economic principles alone.

"Secondly, once change begins, it will be carried forward more and more rapidly by its own momentum. Though it seems that in the early experimental years the timetable laid down in the treaty may not be kept, it seems equally likely that integration will be speeded up once the initial obstacles to change have been overcome . . . Provided the initial difficulties do not defeat the Europeans, the only possibilities of prolonged delay, extending far beyond 1970, in the formation of the ECM lie in the chances of a political or economic breakdown in the West, or in war. They could wreck the whole scheme, but their consequences are too problematical to be taken into account."

■ Although the ECM will not become an accomplished fact for at least 12 years, its potential power will prove itself year after year in a more convincing way.

The national income per head, around $760 in 1955 (compared with around $2,300 in the U.S.), is expected to rise to $850 or $900 by 1960 and to $1,100 by 1965. Although it still has a long way to go before catching up with the American rate, the ECM rate appears to be increasing faster than that of the U. S.

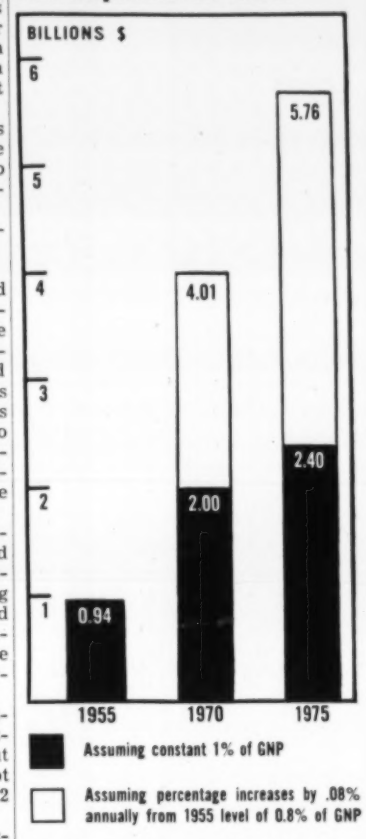
Additionally, the European population is expanding and it is expected to increase by 10%, to 190,000,000 by 1970.

Total private consumption in Europe, $109 billion in 1948 (compared with $203.3 billion in the U. S.), is expected to be $168.5 billion by 1960.

■ The gross national product of the six, $125,482,000,000 in 1955 (U. S., $394 billion), is expected to grow by 60% by 1970 to $200,746,000,000.

The Economist Intelligence Unit reported: "Clearly it will be pos-

How ECM Ad Expenditures Are Expected to Grow



MORE ADVERTISING—*This is how advertising volume in the European Common Market is expected to shape up in relation to gross national product.*

Your sales message in PETROLEO INTERAMERICANO reaches the RIGHT readers!

PAID Circulation!

Your guarantee of wantedness. Our readers are qualified ABC (paid) subscribers. These are the men who say, "Yes, I want to continue receiving PETROLEO INTERAMERICANO." And . . . they back up their acceptance with a subscription payment. If you know export media, then you know that among all the export publications audited by ABC only PETROLEO INTERAMERICANO gives you proof of continuing readership by showing a renewal percentage! That's our way of demonstrating the reader confidence that has made PETROLEO INTERAMERICANO the top book serving the No. 1 export market for petroleum equipment.

PETROLEO INTERAMERICANO

THE PETROLEUM PUBLISHING CO.
211 SOUTH CHEYENNE • TULSA, OKLAHOMA

"I read Ad Age consistently"

says **VINCENT TUTCHING**

Vice-President

McCann-Erickson Corporation (International)

"One way I keep informed on world events in advertising is to read Advertising Age consistently. The ever-increasing importance of the international scene to advertising and marketing people is reflected in the additional coverage Ad Age is giving to world-wide news in this field."

Mr. Tutching—the current president of the International Advertising Association—has a vast and varied background. The highlights of his early experience include newspaper reporting in the Philippines, China and Japan; more than a decade on the staffs of two Washington, D. C. newspapers (The Evening Star and the Times Herald); the operation of his own advertising-public relations agency; and seven years in Mexico and Brazil with the Sterling Drug Company and E. R. Squibb and Sons.

In 1949, Mr. Tutching joined Foote, Cone & Belding International, for which he opened a Montreal office and, in 1951, became vice-president in charge of Canada and Latin America. Two years later, he was advanced to president of the international division. Mr. Tutching left Foote, Cone & Belding late in 1955 for the post of vice-president of McCann-Erickson Corporation (International) and chairman of its advisory committee on advertising plans. Today, he is in charge of the New York office international department.

important to important people

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630 THIRD AVENUE · NEW YORK 17, NEW YORK

ABC ABP NBP 1 Year (52 issues) $3

sible to raise living standards very greatly. The level of consumption will increase most rapidly in Germany and Italy where the difference between the growth of population and production is greatest. In Germany, too, and some other more austere countries —the Netherlands . . . rising living standards are likely to be boosted by a slight increase in the proportion of GNP devoted to consumption."

The German living standard is expected at least to double, and this gain by a third of the population of the ECM will account for a half of the extra goods that will be consumed. Next largest gain will be in Italy, which will take just over a fifth of the total increase.

The Dutch and Belgians may be expected to add more to their total purchasing power, but the percentage increases will be lower than for Italy. France stands to expand living standards least, both in percentage terms and as an addition to the existing level.

■ Between 1955 and 1970, per capita consumption is expected to rise in Germany from $420 to $840; in Italy from $294 to $476; Belgium and Luxembourg from $686 to $924; Holland from $448 to $728; and France from $616 to $770. Thus the spread, between the lowest and the highest figure, will have been brought down from nearly 150% to around 95%.

The increase in the market for durable consumer goods by 1970 may be put at $14,000,000,000 per annum, with Germany taking half and Italy a quarter. For clothing, furniture and soft household goods, the rise is put at $9,800,000,000 with Germany and Italy each accounting for about a third.

The influential British business newspaper, *The Financial Times*, commenting on these figures, said: "The market for consumer goods in Europe presents the most glittering prospect in the next decade offered anywhere in world trade."

Companies from outside, particularly from the United States, are already moving into the ECM area. The basic reasoning is obvious: manufacturers trying to sell goods in the ECM from outside will have to overcome the tariff wall; those inside will compete on equal terms with domestic manufacturers in the six ECM countries and will have equal access to this one vast market, which is nearly as big as the U. S. market in population and is growing towards U. S. levels of prosperity.

■ "Business," they used to say, "follows the flag." These days they've added another saying: "Advertising follows business, and business follows advertising."

Just as U. S. and other foreign companies are preparing for the ECM, so advertising agencies are making preparations. A new development has been the formation of agency chains, shops in various countries linking up under a "house" or "brand" name for the purposes of handling foreign business.

An example is Plan International, a group of 12 European agencies under the presidency of Richard Lonsdale-Hands of London. The members are R. L. Dupuy (France), Werbe Liebald (Germany), Publi-Synthese (Belgium), Bergenholz & Arnesen (Denmark), Publicruz (Spain), Janus Ltd. (Eire), Nijgh and Van Ditmar (Holland), Studio Stile (Italy), Trygve Dalseg (Norway), Seller's Reklam (Sweden), Wild (Switzerland) and Greenly's Ltd. (Britain).

Two other British companies are members: Richard Lonsdale-Hands Associates (package design & display) and F. J. Lyons (public relations). Plan International is represented in the U. S. by Fact Finders.

■ The stated purpose of Plan International members is "to coordinate all their advertising and marketing plans in accordance with the changing requirements of the ECM."

Another network, announced last October, is EMA—European Market Assn. of advertising agencies—which covers 14 countries. The members are Wiener Werbegesellschaft (Austria), Publicite Dewalhens (Belgium), Lund & Lommer (Denmark), Oy Seitsen Mainos (Finland), Anzeigengesellschaft (Germany), PEMA (France), Omnia Publicita (Italy), B. Van Borssum-Waalkes (Netherlands), Sorfang Reklame (Norway), Belarte (Portugal), A. B. Stenberg & Wagner (Sweden), Max Bergerm (Switzerland), Canadian Advertising Agency (Canada) and Van Brunt (U. S.).

Andre Cuisinier, president and general manager of SLOG S.A., Paris, announced severance of all connections with the ill-fated Advertising International venture of American business man Lynn R. Akers. But the agency is still active in another international agency chain, International Promotion, founded in April, 1957.

Founder members of International Promotion are Prof. Dino Dal Verme (Italy), Enrique Vila Mane (Spain), Van Rijn van Dorp (Holland), Willy Fornerod (Switzerland) and Henry de Rache (Belgium).

■ Another chain, set up last fall, is O.P.E., a common market sales and publicity organization founded by Francis Dupuy, director general of the *Societe d'Edition et de Publicite Francaise et Americaine*. O.P.E. reports a staff of almost 300 and sets out to provide a European documentation service as well as a sales and publicity organization. It claims to include agencies from Germany, Belgium, Britain, Holland, and France. Extension to Italy and Austria is contemplated.

Still another chain is CAMA (Continental Advertising and Marketing Agencies), set up at the beginning of 1957, a network of 12 European agencies. Members are Dr. Rudolf Farner (Switzerland), Werbeagentur dr. Hegemann (Germany), Samson Clark (Britain), Domas Ltd. (Eire), Wilh. Anderssons Annonsbyra (Sweden), Alfsen & Becker (Norway), Sek Advertising (Finland), Annonce Bureau for Danske Erhverv (Denmark), Studio Sigla (Italy), Agence Francaise de Propagande (France), Van Hees Adverentie Bureau (Holland), and Publicite Vanypeco (Belgium). CAMA has working arrangements with Fletcher D. Richards Inc. of New York and the Paul Klemtner agency of Newark. CAMA claims that 1958 business showed a fourfold increase over 1957.

■ Hedley Byrne is an eight-country association formed by the London agency, Hedley Byrne & Co., with the aim of covering the common market for their clients. The associates are Bodden & Dechy (Belgium), Synergie Publicite et Propagande (France), Herm. Wulker Annoncen Expedition, Bachem & Luckert and Dreistern-Werbung (all Germany), Rouma & Co. (Holland), IMA (Italy) and Schwizer-Annoncen (Switzerland).

EURAS is another chain, formed last summer, described as "a European cooperative of advertising agencies" with headquarters in Zurich, Switzerland. The members are E. Walter George (Britain), Aljanvic (France), Markenwerbung (Germany), Meyson Reclame (Holland), Radar Pubblicita (Italy), Stig Arbman Annonsbyra (Sweden) and Kark Erny (Switzerland).

Each member agency is represented by one of its principals on the board of management which meets at least every two months. It claims to be "an agency of the type now proving so successful in the United States but new in Europe."

■ Publicis, the big French agency, opened a New York office last year and has extended its European network by reciprocal agreements with Gratzer (Austria), Publicontrol (Belgium), Troost (Germany), Van Maanen (Netherlands) and Gisler & Gisler (Switzerland).

Reciprocal arrangements like this are being made almost weekly now by European agencies as they prepare for the anticipated expansion of intra-European trade. The British Institute of Practitioners in Advertising has compiled a collection of European agency "profiles," giving basic data about hundreds of agencies to assist British shops who wish to come to working arrangements with agencies in the ECM.

In addition to the linking up of agencies in chains and networks, a number of organizations have been set up for research and marketing services.

■ One such is Contimart, an international marketing and research company set up by the British agency W. S. Crawford Ltd. and a number of its associate agencies. The shareholding members are Crawford (Britain), William Wilkens (Germany), A. B. Svenska Telegrambyran (Sweden), Crawford Service (France), Crawford Service (Belgium) and Charles W. Hoyt Co. (U. S.). The subscribing members are IMA (Italy), Wahl Asmussen (Denmark), Hager Gesellschaft (Austria), H. G. Morrison Ltd. (Portugal) and Adolf Wirz (Switzerland).

Contimart, with headquarters in Switzerland, aims "to provide subscribing agencies and their clients with an advisory service on all matters of marketing, including sales analysis and planning, marketing and marketing research."

Another research organization is Analytical European Surveys Ltd., formed in July, 1958 by the British agencies, S. H. Benson Ltd. and Colman, Prentis & Varley. It is working in association with an existing research company, Analyses Economiques et Sociales of Lausanne, Switzerland.

AES aims "to provide accurate information about the unfamiliar territories that manufacturers would wish to penetrate in Western Europe."

■ Another research organization is Inra-Europe, set up last year in Vienna. Inra-Europe, with headquarters in Bad Godesberge, Germany, will "coordinate the marketing research projects of all the offices of International Research Associates in Europe." British associate is the research division of London Press Exchange, one of Britain's biggest agencies. Other representatives at the founding conference were from marketing research institutes in Norway, Sweden, Denmark, Belgium, Netherlands, Germany, France, Italy, Switzerland, Austria and the U. S.

Elmo C. Wilson, president of International Research Associates of New York, the sponsoring agency, said, "Inra-Europe is a logical outgrowth of the fact that for business purposes Europe is more and more coming to be regarded as a single market."

The promotion of the common market concept had convinced American business that it must have market facts on Europe as a whole rather than on any single country of Europe. It was to meet this demand, said Mr. Wilson, that Inra-Europe was established.

■ Dr. Ernest Dichter has opened offices for his Institute for Motivational Research in Britain, France, Switzerland and Germany in the last year or two.

One of the most European-minded agencies—and for good reasons—is McCann-Erickson. Last year it celebrated its 30th year in Britain, France and Germany by working on a plan for the coming European integration

THE ECM SELL—*Kronenbourg, a French Alsatian beer, explains in this ad how beer is said in six countries, adding: "In France, you say Kronenbourg." R. L. Dupuy is the agency.*

French Ad Volume Up, But Scuttled by Devaluation

PARIS, April 21—French advertising volume advanced about 15% in 1958 but devaluation of the franc resulted in a sharp decline in the dollar value of expenditures.

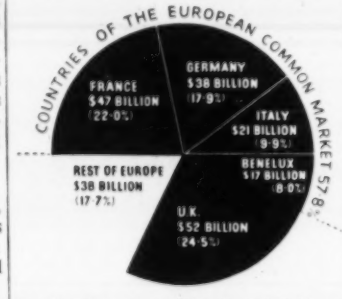
Figures released here show that expenditures reached 130 billion francs in 1958, compared to 115 billion francs in 1957. At the current rate of 500 francs to the dollar, the 1958 volume is equivalent to $260,000,000.

Previously, figuring on the old rate of exchange, the 1957 expenditures were reported as equivalent to $300,000,000.

Newspapers and magazines continued to account for 55% of total expenditures. #

European Income

How It Splits by Countries


COUNTRIES OF THE EUROPEAN COMMON MARKET 5 & 8
FRANCE $47 BILLION (22·0%)
GERMANY $38 BILLION (17·9%)
ITALY $21 BILLION (9·9%)
BENELUX $17 BILLION (8·0%)
U.K. $52 BILLION (24·5%)
REST OF EUROPE $38 BILLION (17·7%)

TO KNOW
EUROPEAN MARKET
Have a look
at the
european AP research
a monthly documentation
for Advertisers and Agency men
With a selection of the
ONE THOUSAND
best ads of the month
Send $4, for a specimen
(or $40, for a year)
A.P. 18, RUE LE BUA
PARIS-XXe—FRANCE

For Advertising in Venezuela contact
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12 years of experience, own art and production services in advertising in newspapers, magazines, TV, Radio, Moving Pictures, Silk Screen, Printed matters and generally all concerning the manipulation of advertising accounts for local or international customers. Among our habitual customers are: Banking Enterprises (Banco Miranda) Textile Industries Sport Wearings (McGregor); Stock Exchange of Caracas: Cars Patrol Nissan and many others.
President and General Manager: José Eduardo Mendoza, ex-presidente of the National Association of Advertising Agencies, Member of the Committee which elaborates the new Advertising Law in Venezuela and member of the I.A.A.
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Reach 69% of ALL Homes for ONE Low Ad Investment!
Cover ALL of the Halifax-Dartmouth Marketing Area
THE Nova Scotia MARKET Is BIG!
● 18 Counties
● 707,000 Population
● 176,000 Persons employed
● Over $510,000,000 Annual Retail Sales
NOVA SCOTIA
Sell and Hold This Stable, Healthy Market with
THE HALIFAX CHRONICLE-HERALD and THE HALIFAX MAIL-STAR
Net Paid Daily Circulation Over 106,000 ABC.
Nat. Adv. Mgr., A. C. Griffin.
Representatives: E. A. Williams, Toronto-Montreal; Ward-Griffith & Co., Inc., United States; D. A. Goodall & Co., London, England

A new and powerful advertising medium for the Hemisphere's fastest growing market

A Mexican edition of LIFE EN ESPAÑOL

To Advertisers & Agencies:
Here's a progress report
from our Mexican
Advertising Manager.
R.S.S.

Mexico today is a $1,200,000,000 import market—
and growing fast. Soon advertisers will
direct and effe

PW1/93 MEXICO 98 VIA PREWI APR 6 1927

TIMEINC

NEWYORK

ATT ROBERT S SMITH, ADVERTISING DIRECTOR LIFE INTERNATIONAL EDITIONS

WISH YOU COULD SEE PERSONAL REACTIONS HERE TO LIFE EN ESPANOLS

FORTHCOMING MEXICAN REGIONAL EDITION.

AGENCIES AND ADVERTISERS ENTHUSIASTIC AT OPPORTUNITY USE LIFE

EN ESPANOLS PRESTIGE, COLOR, DISPLAY TO PRESENT PRODUCTS AT BEST

TO PRIME PROSPECTS IN BOOMING MEXICO.

ACCOUNTS NOW DEFINITE FOR FIRST ISSUE MAY 15 CANADA DRY,

CAFE ORO, MAIDENFORM, CLAIROL, J.B. WILLIAMS, STAUFFER SYSTEM,

STETSON, COLGATE, ORANGE CRUSH, CEMENTO MIXCOAC, F.I.R.M.E.,

TUMS, DINERS CLUB, WESTERN AIRLINES, VAN HEUSEN, GUERLAIN,

FRIGIDAIRE, D.M. NACIONAL, CHANEL, FRENCH LINE, GILLETTE.

MORE, MANY MORE TO COME. SALUDOS.

JIM CLARENDON

418PM/HN

EUROMARKET
MONTHLY REVIEW OF THE EUROPEAN MARKET
MANAGEMENT IN THREE LANGUAGES!
SPEAKS TO
ROBERT T. KENYON CO. • 527 MADISON AVENUE • NEW YORK
PL 5-1282

which is almost as staggering in its scope as the Rome Treaty.

After some 18 months of working behind closed doors on "Operation Europe," the agency revealed its plans. William E. McKeachie, senior vp for Europe, announced an "entirely new service of sales development" in Western Europe called "Marketing Communications."

■ The service had been developed, said Mr. McKeachie, to assist manufacturers in coping with the "explosive" rise in consumption.

"Marketing Communications is the total use of methods of assessing with research and then influencing a market with advertising and other selling techniques," he said.

"The imagination and vision which conceived the Economic Community in Europe have made possible a change so revolutionary that even now I wonder whether many of us grasp its fullest implications.

"The promise is unequaled. In the last five years, while in the U. S. industrial output *per capita* has increased only 6%, in Europe it has increased by 30%."

■ Mr. McKeachie went on:

"As the frontiers of Europe begin to vanish, more competition will be met. As a market grows, we find some companies achieving dominance, and others amalgamating, going out of business or moving into specialized spheres.

"Which companies will get this new business and which will go to the wall?

"The manufacturer who succeeds in this new, competitive environment we are creating will be the one who controls his markets!"

To prepare for the new mass markets, he said, many major industrialists were re-aligning their procedures and organizations. McCann has also been re-aligning its operations.

"We have had eight working teams in operation, each consisting of specialists from each of our European countries (Britain, Belgium, France and Germany). We have covered such areas as creative work, public relations, television, cinema, radio, research, marketing, media, library and intelligence services and accounting."

SO CREAMY—*Says this German ad for Libby's milk, prepared by Young & Rubicam, Frankfurt. Libby is one of many American companies operating in Europe and expecting to profit from the establishment of the European common market.*

There had been three objectives. The first was integration of knowledge, so that any one of the offices could serve advertisers upon a European-wide basis. The second was to establish the closest liaison between all offices. The third was to put into effect this new system of sales development called Marketing Communications.

Marketing Communications works in two ways. First, it feeds the manufacturer systematically with information about his market. It tells him why people bought his product and what products he should be developing and other facts. Secondly, it moves the goods to the consumer, using all the tools of marketing and selling.

"It is not something that a manufacturer can readily establish for himself," said Mr. McKeachie. "It involves an investment, a breadth of experience, a pooling of skills and a thoroughness of service to clients that have never, to our knowledge, been attempted before."

■ In addition to its other studies, the McCann "Operation Europe" team carried out investigations into the advertising fields of 14 European countries: Austria, Belgium, Britain, Denmark, France, Germany, Greece, Holland, Italy, Norway, Portugal, Spain, Sweden and Switzerland.

They sought answers to such questions as: What is the total advertising expenditure? What is the advertising potential? What is the degree of development of the advertising business? What national advertisers operate there? What are the local agencies like?

The information, when it came in, was passed to Charles Blondel, president of McCann's French company, Sodico. He analyzed the report from the point of view of population, national income, per capita income, new business possibilities, the number of McCann clients already operating, advertising business organization, competitive agency situation and so on.

■ Then Mr. Blondel produced an order of priorities for the agency's expansion in Europe. Investigators were sent to the countries at the top of the list to prepare detailed plans. They assessed the amount of business immediately available, an estimate of the number of employes needed and their salary scale, drawing up a precise costing of all other sections of the operation and a preliminary survey of staff available.

As a result of these studies, McCann opened new offices in Milan and Amsterdam and is organizing a regional service office in Geneva.

Eric Webster, one of McCann's top executives in London, said: "By such planning we insure that our growth is logical and not haphazard, with the minimum investment for the maximum profit."

■ In a staff talk, Mr. Webster told McCann executives:

"Advertising in the common market countries is at present running at a pretty low level.

"Over the next few years, total advertising billings may show a phenomenal rise. They may rise to four times their present figure and possibly even to as much as eight times by 1975.

"Our New York headquarters share our feeling that, from the whole of our worldwide operations, Europe is the place to expect the greatest and most profitable development in the next few years."

■ Said Mr. McKeachie:

"We are setting to work in our company to create a new outlook. We believe it is to the 'European' that the future belongs, not to a person restricted by a narrow sense of nationalism, however great the natural affections he may feel for the land of his birth.

"We believe that the business man of the future must be European in word, deed and viewpoint. He must speak several languages. He must be equally at home in several countries.

"We shall be recruiting on an international scale and make these recruits fully-rounded, internationally-minded men and women."

■ J. Walter Thompson, among the leaders in the international advertising field, already has offices in the ECM countries. During the last year its Milan office was extended to take over the whole of one floor in its present building, and its Frankfurt office moved to new and larger premises in anticipation of increased business with the coming of the ECM.

Its London office, too, now employing some 700 people, was reorganized and departments formerly housed in six different buildings were brought almost under one roof.

The Milan office has been advertising for staff and spoke of the need to meet "rapid expansion."

JWT's Amsterdam office was set up late last year with billings estimated at $200,000. It expects to double this business in 1959.

JWT is inclined to reticence about its operations but it is understood to be considering a reorganization, with particular emphasis on sorting out the conflicting accounts it now has in the various European countries.

■ Erwin Wasey, Ruthrauff & Ryan has been redeploying its international department in London to offer international advertisers "a mobile task force."

Jacques Sorbac, a 32-year-old Frenchman who left JWT, Paris, to join EWRR in 1957, is in charge. The service is supplementary to that of EWRR's associates and will provide a central planning and creative facility for the development of overseas advertising planned to a single policy.

On returning from trips abroad, members of the mobile task force report to the clients' headquarters as part of the process of directing and coordinating international advertising.

Last year the international department completed about 200,000 miles of travel in the Eastern Hemisphere.

There are rumors—without confirmation—that EWRR may possibly be resuming activities in Paris in the near future.

CHANGING HABITS—*Nestle Co., giant Swiss company, is currently trying to convert the French to instant coffee with full-page, high-fashion magazine ads like this. Publicis prepared the ad.*

■ Robert Otto & Co., New York export agency with a London service office, reports it is "now working on plans for an organization sufficiently flexible to be adapted to the changing requirements both of the European scene and of individual clients." In general, the agency is interesting itself in the ECM and appears to be making a specialty of knowledge and advice on the subject.

So much for the activities of some of the American agencies already operating in Britain and on the continent. But there are others who are looking into the possibilities of setting up on this side of the water for the first time.

■ Benton & Bowles, for instance, made its first purchase of an overseas agency last year when it bought controlling interest of the British Lambe & Robinson agency. Robert E. Lusk, B&B president who got a seat on the board of the new agency, Lambe & Rob-

YOUR SALES TEAM FOR EXPORT FARM MARKETS

AGRICULTURA de las AMERICAS
Covers Latin America . . .
WORLD FARMING
Delivers the Rest of the World!

Write for Complete Details

1014 WYANDOTTE ST. • KANSAS CITY 5, MO.

inson Benton & Bowles, said the development was "designed to meet expanding world marketing with increased advertising facilities and services." Procter & Gamble, active on both sides of the water, was the precipitating factor here.

There are likely to be more of these take-overs in the next year or so. They have been effectively blocked for some time. Ed Murdfeldt, senior vp in charge of Benton & Bowles overseas operations, said B&B had been interested in making a deal with L&R earlier but had been prevented from doing so until a change in British Treasury exchange control rulings last August.

■ Ted Bates & Co. negotiated with Masius & Fergusson, the successor to the old Lord & Thomas shop here, for six months with a view to a link-up. But the deal finally went cold.

Batten, Barton, Durstine & Osborn has established a representative in Switzerland to contact BBDO's European associate agencies. There is a feeling in agency circles here that this might be the forerunner to BBDO establishment in Europe.

Intercontinental Marketing Services set up offices in London last year to concentrate on pharmaceutical and allied products This is another link in the advertising service being created by L. W. Frohlich & Co., New York, a leading ethical drug agency. An affiliated company of the same name has also been set up inside the ECM in Germany.

■ MacManus, John and Adams is another U. S. agency which has set a foot down in Britain through a link-up with Scott-Turner & Associates of London. It has also made other associate arrangements in other countries.

British agencies have also been active in securing a stronger footing by establishing themselves in the ECM countries.

S. H. Benson, one of Britain's biggest agencies, announced last October it had acquired a substantial interest in Radar Pubblicita of Milan, an agency founded by two young Italian admen in 1950. As a result of the association a new company, Radar Publicita S.p.A., has been formed and new and larger offices have been taken.

The London interests of the new company are managed by Bomas Ltd., Benson's subsidiary company, which handles its overseas and advertising activities.

■ Benson and Colman, Prentis & Varley have been working in close cooperation for some time. Apart from their joint interest in European Analytical Surveys, the two have participated in formation of Master's (1959) Ltd. in Singapore to serve Far Eastern countries. Although this is not directly connected with the ECM it is of particular interest and might well be the forerunner to close cooperation between the two agencies in the ECM.

CPV itself already has offices in three of the ECM countries (France, Italy and Belgium) and has recently set up a new office in Switzerland because "it is devoid of national taint which might attach to a British address in dealing with the ECM."

Masius & Fergusson moved into the ECM by opening an office in Hamburg a few months ago, primarily, it is believed, to service Colgate. The agency is said to be making plans to open in Italy, again with the Colgate business in view. The agency is reliably reported to have absorbed a surge of new business in the second half of 1958, amounting to almost $3,000,000.

■ Another agency to open in Hamburg recently is Grant Advertising. Although Grant has 42 wholly-owned offices throughout the world, this is its first in Continental Europe. First account for Grant in Hamburg was Veedol GmbH., the German subsidiary of American-owned Tidewater Oil Co., which recently named Grant to handle its international advertising.

G. M. Basford Co., leading U. S. industrial agency, has named Intam, the international division of the London Press Exchange, as its international associate. Fred Adams, president of Basford, said the new affiliation offers American industry the opportunity to capitalize on rapidly expanding foreign markets, particularly in Europe.

Intam itself is following advertisers in setting up inside the tariff wall that will be erected around the ECM. It is currently organizing an office in Milan. Intam is also reviewing its associations with European affiliates.

■ Mather & Crowther, another London agency actively preparing for the common market, has engaged Francis Seidler, former European manager of *Newsweek*, to head an investigation into the current European situation.

Allardyce Palmer Ltd. has set up an office in Paris to handle all the agency's ECM advertising as well as domestic and export advertising for European clients.

■ This huge influx of British and American agencies into Continental Europe—which may well be only the start of an eventual flood—will doubtless help to raise advertising standards in the European ad business generally.

That so many agencies have already taken the plunge is an indication of how highly they regard the prospects for advertising within the ECM.

Just what are the prospects? No one really knows. You could draw graphs and chart curves and project them. On that basis, the prospects are pretty startling.

But even doing that, you are using old standards, past performances and statistics to measure something which is absolutely new and unparalleled. It would seem that any projections are likely to prove in the long run to be conservative estimates.

■ In any case, here are how things stack up for the advertising potential in the ECM.

In 1955, total advertising of the six ECM countries was estimated to be around $942,000,000—which would be about 0.8% of their gross national product.

The *Financial Times*, Britain's highly regarded business newspaper, estimates that between 1955 and 1975 the gross national product of the six will rise from $126,000,000,000 to $240,000,000,000.

The Economist Intelligence Unit estimated that by 1970 their gross national product would have reached $200,746,000,000.

Let's see what that would result in. If the total ECM ad bill grew to only 1% of the gross national product, it would amount to $2,007,000,000 by 1970 and to about $2,400,000,000 by 1975.

■ These totals, incidentally, are roughly twice what Britain is spending on advertising at present.

Yet the ECM has three times the population that Britain has.

In addition, the whole basis of the ECM plan rests on raising the standard of living in the member countries. As those living standards rise toward that of Britain,

THE GENEVA WEEKLY TRIBUNE
19, rue de la Croix d'Or, Geneva
The newspaper that serves the English-speaking community in Switzerland.

7 minutes of "must" reading
for every international advertiser
...(and his domestic agency!)

Do you want to know how a unique proven approach to international advertising and marketing can benefit your company? ...or your *client's company*? Then read what the largest of the *exclusively-international* advertising agencies has to say ...and *offer*. Brochure takes just 7 minutes to describe an approach that took years to perfect. We call it ...

BALANCED CONTROL OF INTERNATIONAL ADVERTISING

Robert Otto & Company, Inc.

HEADQUARTERS: 25 WEST 45th STREET • NEW YORK 36, NEW YORK
BRANCH OFFICES: BUENOS AIRES • MEXICO CITY • TORONTO • LONDON
AND 56 ASSOCIATE ADVERTISING AGENCIES IN FOREIGN COUNTRIES

Balanced Control pays off in overseas profits for all these clients:

*Ames Company • *Boeing Airplane Company • Campbell Soup Company • Carter Products, Inc. • *Champion Paper and Fibre Company • Corn Products Company • Gorham Company • P. Lorillard Company • George W. Luft Company • Miles Laboratories, Inc. Miles Laboratories, Ltd. • Miles Laboratories Limited • Miles Laboratories Pan American, Inc. • Northam Warren Corporation • Phillips-Van Heusen Corporation • Lydia E. Pinkham Medicine Company • Remington Rand International • Peggy Sage, Inc. • *F. & M. Schaefer Brewing Co. • Seamless Rubber Company • Standard Brands, Inc. Sumner Chemical Company, Inc.*

*In collaboration with domestic agencies

I would like to have a free copy of the Robert Otto Brochure.

Name:_____

Title:_____

Company:_____

Address_____

the percentage of gross national product devoted to advertising should also rise.

Then again, the whole basis of the ECM plan is that it will stimulate trade and competition among the member countries and firms in the ECM. This, too, should tend to stimulate an expansion in advertising expenditure.

■ So it is reasonable to expect that ECM advertising expenditure will not merely remain at 1% of the total gross national product but will in fact increase considerably.

There is actually an economic tendency for a market's advertising expenditure to expand faster than the gross national product in times of stimulated business—reflecting the keener competition for the increased personal expenditure that almost invariably follows the rising GNP.

In the U.S., for instance, advertising expenditure between 1948 and 1956 not only expanded along with the gross national product but its share of the GNP rose from 2.2% to 2.9%—an average annual increase of some 0.08%.

■ If—and this is pure supposition—if the ratio in the ECM, which has about the same population as the U.S., grows at the same rate, then by 1970 the six countries will be spending 2% of their gross national product—about $4,014,000,000—on advertising. And 2% of the GNP is only a little above the *current* British level.

By 1975, on the same basis, the six will be spending 2.4% or $5,760,000,000 on advertising.

These figures may sound fantastic but there is one way of seeing if they are wildly off beam—to compare them with Britain.

■ Let's suppose that Britain goes right on spending about 2% of her gross national product on advertising. The Economist Intelligence Unit estimates that with a European Common Market in operation, Britain's gross national product by 1970 will be $75,432,000,000. That means we can expect an advertising bill of around $1,508,640,000 for Britain in 1970.

And we've just noted that, given our assumed rate of expansion in advertising expenditure, the ECM countries will be spending around $4,014,000,000 by 1970.

Yet they have three times the population that Britain has. On our assumed basis they would both be spending about 2% of their gross national product on advertising. If their ratio of advertising expenditure was to be comparable with that of Britain by 1970, they would have to be spending about $4,525,920,000—which is more than half a billion dollars higher than our estimate indicated for 1970!

■ The terrific rate of expansion can be seen when these figures are compared against the U.S. where the total ad bill took about 44 years—until 1950—to climb from under one billion dollars to $5.7 billion. The ECM might compress that easily into 20 years.

There is leeway for rapid expansion in advertising right from the start in the ECM. For although their 1955 ad bill was only around the level of 1906 or so in the U.S., their total gross national product was at the level of about 1942 in the U.S.

Whatever the final breathtaking figures turn out to be, one thing is pretty certain at the moment: the ECM may be a slow motion gold rush—but advertising agencies are not being slow in staking out their claims. #

THE SPANISH DAIRY MAGAZINE

The Latin American Dairy Industry is growing, and INDUSTRIAS LACTEAS is the only Spanish language magazine exclusively for the Milk, Butter, Cheese, Ice Cream and Dry Milk Plant owners and large herd owners in Mexico, Central and South America, Cuba, Puerto Rico and the Caribbean area.

8500 controlled circulation. Spanish translations at no extra charge by our native Spanish editors. B&W page, $200, six times; $180, twelve-time rate. A full schedule NOW will put you on top of this growth market for tomorrow!

(July is BUYERS' GUIDE issue)

INDUSTRIAS LACTEAS

1602 Harold St., Houston 6, Tex.

FOR A BIGGER BITE OF THE LATIN AMERICAN BAKERY, FLOUR MILLING, COOKIE-CRACKER AND SPAGHETTI INDUSTRIES

Use the only industry-wide Spanish language magazine reaching the 9500 leading plant owners of Mexico, Central and South America, Cuba, Puerto Rico and the Caribbean.

We know the market; we speak their language. We make you and your products a part of this growing industry.

(July is BUYERS' GUIDE issue)

PANADERO LATINOAMERICANO

(also publishers of The Southwestern Baker in English)

1602 Harold St., Houston 6, Tex.

Taylor-Jessop Bows in Akron

Taylor-Jessop Advertising Co., new Akron agency, has purchased the assets of Jessop Advertising Co., 25-year-old Akron agency. H. Taylor Protheroe, with Jessop for five years as creative director and head of production, is president of the new agency, which remains at 85 W. State St., address of the former Jessop agency. F. A. Brubaker, owner and president of Portage Gear & Machine Co., Akron, is secretary of the new agency. H. Clifton (Cliff) Rodgers, president of Magnus Music Publications, Barberton, O., is in charge of sales. W. D. Wilson is comptroller; A. R. Conte, chief media buyer, and P. W. Mesner copy director.

Continental Plans Jet Ads

Continental Airlines, Denver, is introducing its "Golden Jet" service with color pages in Sunday magazine sections in newspapers in Los Angeles, Chicago, Denver and Kansas City. The campaign will reach a climax in May with two-page color ads in newspapers in Los Angeles, Denver and Chicago. J. Walter Thompson Co., Chicago, is the agency.

Rome Research Measures Media Around World

NEW YORK, April 21—Rome Research, the company now trying to establish a Publishers Information Bureau-type service for the international field, is the creation of Bernard Rome, a young researcher who decided last year that the lack of such a service was his golden opportunity.

Mr. Rome, who formerly worked for Ziff-Davis Publishing Co., began measuring the linage in international media last July. He started by issuing a bi-monthly report, "The Rome Report of Export Advertising to Latin America," covering the expenditures in 22 publications circulating in Latin America.

Bernard Rome

On this list were *Agricultura de las Americas, El Exportador Americano, El Exportador Americano Industrial, A Fazenda, Guia, Hablemos, Ingenieria Internacional Industria, International Management Digest, La Hacienda, Life en Espanol, Mecanica Popular,* five editions of the *Reader's Digest, Revista Aerea, Revista Rotaria,* the Latin American edition of *Time, Visao* and *Vision.*

■ In addition to covering advertiser expenditures, the Rome Report shows the space units used by each advertiser and the publications used by each advertiser. It also measures the amount of advertising in each publication.

Mr. Rome found, at the end of the year, that he was measuring the advertising of 2,300 companies from 22 countries. They had placed some $7,000,000 of advertising in the measured publications during the last six months of 1958.

■ He then decided to expand his report to cover publications circulating all over the world. Beginning in January, he added to the Latin American list the following publications: *American Exporter, Der Spiegel* (leading German weekly), *Industrial World, Life International, London Economist,* the European and Pacific editions of *Newsweek, Paris-Match, Punch,* the Australian, British, French, German, Indian, Italian, New Zealand and Japanese editions of the *Reader's Digest,* the Atlantic and Pacific editions of *Time, World Business* and *World Farming.*

The result is "The Rome Report, Worldwide Edition," issued bi-monthly.

Mr. Rome recognizes that his reports are "only the beginning—the first stage in the development of an adequate system of competitive measuring services for the international field." He has already begun to supplement his reports with a tearsheet service for advertisers and agencies—supplying tearsheets of advertising in any field. #

N. Y. Court Reverses Ban on Phonebook Cover Ads

The New York state Court of Appeals said it is not illegal for a subscriber to use a telephone book cover that bears advertising. The state public service commission had authorized the Cazenovia Telephone Corp. and the Seneca-Gorham Telephone Corp. to bar subscribers from using telephone book covers on the ground they interfered with the efficiency of telephone directories (AA, Jan. 19).

The covers are distributed by advertising companies.

National Newspaper Volume, 1957-58

Source: Bureau of Advertising, ANPA

Compiled by Media Records

Classification	1958	1957	Per Cent Change
AGRICULTURE	$ 17,279,000	$ 17,600,000	— 1.8
ALCOHOLIC BEVERAGES	62,801,000	68,934,000	— 8.9
Beers	13,836,000	17,561,000	— 21.2
Wines	1,412,000	1,574,000	— 10.3
Liquors	47,553,000	49,799,000	— 4.5
AMUSEMENTS	1,444,000	1,599,000	— 9.7
AUTOMOTIVE	159,227,000	199,578,000	— 20.2
Aviation	712,000	837,000	— 14.9
Gasolines & Oils	28,613,000	30,224,000	— 5.3
Parts & Accessories	1,930,000	2,316,000	— 16.7
Passenger Cars (New)	80,756,000	117,332,000	— 31.2
Tires & Tubes	7,958,000	7,126,000	+ 11.7
Trucks & Tractors	4,893,000	9,412,000	— 48.0
Miscellaneous Automotive	34,365,000	32,331,000	+ 6.3
CONFECTIONS	4,673,000	4,614,000	+ 1.3
EDUCATIONAL	1,723,000	1,889,000	— 8.8
GROCERIES	148,966,000	149,790,000	— 0.6
Baking Products	20,056,000	22,459,000	— 10.7
Beverages	23,475,000	25,535,000	— 8.1
Coffee & Tea	6,936,000	10,188,000	— 31.9
Soft Drinks	10,509,000	9,716,000	+ 8.2
Miscellaneous Beverages	6,030,000	5,631,000	+ 7.1
Cereals & Breakfast Foods	8,068,000	6,201,000	+ 30.1
Condiments	15,384,000	13,338,000	+ 15.3
Dairy Products	17,393,000	19,021,000	— 8.6
Disinfectants & Exterminators	2,166,000	2,284,000	— 5.2
Laundry Soaps & Cleansers	20,796,000	24,511,000	— 15.2
Meats, Fish & Poultry	8,927,000	9,225,000	— 3.2
Miscellaneous	32,701,000	27,216,000	+ 20.2
HOTELS & RESORTS	19,284,000	17,827,000	+ 8.2
HOUSING EQUIPMENT & SUPPLIES	28,297,000	29,247,000	— 3.2
Air Conditioning	1,944,000	2,219,000	— 12.4
Automatic Heating	808,000	622,000	+ 29.9
Automatic Refrigeration	2,778,000	3,287,000	— 15.5
Fixtures	638,000	294,000	+ 117.0
Fuel	1,275,000	1,237,000	+ 3.1
Furniture & Furnishings	11,646,000	11,769,000	— 1.0
Heaters & Stoves	1,122,000	935,000	+ 20.0
Miscellaneous	8,086,000	8,884,000	— 9.0
INDUSTRIAL	14,207,000	15,563,000	— 8.7
INSURANCE	12,925,000	14,265,000	— 9.4
JEWELRY & SILVERWARE	1,498,000	1,178,000	+ 27.2
MEDICAL	25,326,000	27,620,000	— 8.3
MISCELLANEOUS	28,033,000	23,118,000	+ 21.3
PROFESSIONAL & SERVICE	991,000	868,000	+ 14.2
PUBLICATIONS	20,853,000	22,208,000	— 6.1
Book Publishers	9,569,000	10,470,000	— 8.6
Magazines	8,985,000	9,176,000	— 2.1
Newspapers	2,299,000	2,562,000	— 10.3
PUBLIC UTILITIES	19,849,000	18,027,000	+ 10.1
RADIO & TELEVISION	27,117,000	24,921,000	+ 8.8
Sets	5,740,000	6,158,000	— 6.8
Stations	20,857,000	17,987,000	+ 16.0
Miscellaneous	520,000	776,000	— 33.0
SPORTING GOODS	4,705,000	4,331,000	+ 8.6
TOBACCO	34,044,000	27,586,000	+ 23.4
Cigars	5,038,000	3,221,000	+ 56.4
Cigarets	28,432,000	24,088,000	+ 18.0
Tobacco	268,000	165,000	+ 62.4
Miscellaneous	306,000	112,000	+ 173.2
TOILET REQUISITES	34,491,000	36,108,000	— 4.5
Antiseptics	429,000	660,000	— 35.0
Dentifrices	4,874,000	3,713,000	+ 31.3
Perfumes & Cosmetics	12,158,000	12,786,000	— 4.9
Toilet Soaps	7,073,000	10,134,000	— 30.2
Miscellaneous	9,957,000	8,815,000	+ 13.0
TRANSPORTATION	42,700,000	40,439,000	+ 5.6
Airways	25,876,000	24,502,000	+ 5.6
Bus Lines	2,157,000	1,935,000	+ 11.5
Railroads	5,772,000	6,346,000	— 9.0
Steamships	4,639,000	3,512,000	+ 32.1
Tours	3,100,000	2,985,000	+ 3.9
Miscellaneous	1,156,000	1,159,000	— 0.3
WEARING APPAREL	8,616,000	10,091,000	— 14.6
GRAND TOTAL	$719,049,000	$757,401,000	— 5.1

Note: Figures do not include advertising production costs.

Harris Wessel Fenster Dubrowin Stark Webb

POPAI OFFICERS—*Officers of the Point-of-Purchase Advertising Institute recently reelected are Stanley L. Wessel, president, Stanley Wessel & Co., Chicago, board chairman; O. H. Stark, vp, Snyder & Schlegel, White Plains, N.Y., president; William M. Harris, president, Wm. Melish Harris Associates, Greenwich, Conn., 1st vp; Harry Fenster, president, I. Fenster & Sons, Brooklyn, N.Y., treasurer; Ray Dubrowin, director, point of sale merchandising, U. S. Printing & Lithograph Co., New York, eastern vp; John R. Webb, president, Magill-Weinsheimer Co., Chicago, western vp.*

'Post' Morals Dip in Taking Liquor Ads, Broadcasters Tsk

CHARLESTON, W. VA., April 21—The West Virginia Broadcasters Assn. has thrown a written barb at *The Saturday Evening Post* for its acceptance of liquor advertising.

The association passed a resolution expressing "no concern or enthusiasm over the changing of moral standards by the publication founded by Ben Franklin, *The Saturday Evening Post*, in its announced acceptance of liquor advertising. . .

"We appreciate the need for the $5,000,000 such liquor advertisements will bring, as *The Saturday Evening Post* revenue of last year declined by approximately $11,500,000 based on the b&w page advertisements," the resolution continued. "We wish that such changing of standards had been the result of objective decision rather than retreat from financial pressure. . .

■ "We express little concern over the influence of this advertising policy change as it will be felt by only 45,595 homes in West Virginia receiving the *Post*, in contrast to the 395,000 tv homes and over 500,000 radio homes which will remain free from such advertisement," the broadcasters' association said.

The resolution also wished the *SEP* "good fortune."

CURTIS BOARD TO ADD TWO OUT-OF-TOWNERS

PHILADELPHIA, April 24—Curtis Publishing Co. plans to add two out-of-towners to its current nineman all-Philadelphia board.

At the company's annual meeting last week, Robert E. MacNeal, president, said he would ask directors at a May meeting to add Peter S. Paine, New York, president and chairman of New York & Pennsylvania Co., and Curtis Barkes, Chicago, senior vp of United Air Lines, to the Curtis board. Mr. MacNeal said many of Curtis' stockholders felt the company would benefit from the viewpoints of men from other parts of the country.

For the first quarter this year, Curtis had earnings of over $400,000, compared to $250,000 same period last year. Earnings for the whole year should top $3,000,000, Mr. MacNeal said. In 1958, earnings were $2,786,000. #

Gorham Names 3 Execs

Malcolm P. Murphy, formerly manager of marketing research of Oneida Ltd., has rejoined Gorham Mfg. Co., Providence, R.I., silverware manufacturer, as director of marketing research. He was formerly with Gorham from 1949 to 1956. Richard T. Hopcraft, formerly manager of the merchandise department, has been named general merchandise manager. Joseph F. McInerney, formerly with J. L. Hudson Co., Detroit department store, has joined Gorham as assistant merchandise manager.

Brown Co. Adds Five Stations

Clarke Brown Co., Dallas, radio and tv station representative, has added five more radio stations to its client list: KILE, Galveston, Tex.; WAME, Miami; WAPX, Montgomery, Ala.; WIBR, Baton Rouge, La., and WJBW, New Orleans.

'Family Circle' Boosts Three

Everywoman's Family Circle has elected three regional sales managers vps. They are Albert Russomanno, vp of eastern ad sales; Charles Milici, western ad vp, and Wayne Thornton, Pacific Coast sales vp.

'Vogue' Adds Two

Harold F. Davis, formerly with Cohen & Aleshire, and Robert L. Leichter, formerly with *Harper's Bazaar*, have joined the ad sales staff of *Vogue*.

Trendex TV Ratings

April 1-7, 1959

Rank	Program	Rating*
1	Oscar Awards (American Academy of Arts & Sciences, NBC)	57.8
2	Wagon Train (Ford, National Biscuit Co., NBC)	33.3
3	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	31.8
4	Arthur Murray (P. Lorillard, Pharmaceuticals, NBC)	30.1
5	The Real McCoys (Sylvania, Procter & Gamble, ABC)	29.6
6	Danny Thomas Show (General Foods, CBS)	29.5
7	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	29.3
8	The Price Is Right (Lever, Speidel, NBC)	28.1
9	77 Sunset Strip (Several sponsors, ABC)	27.8
10	Bat Masterson (Kraft, Sealtest, NBC)	27.6

* Ratings are based on one "live" broadcast during the week of April 1-7, 1959.

SOME BIG BANANAS FOR HANS

Only eleven years ago Herr Fischer was queuing up on a miserable Sunday morning to get his quota of the suddenly converted Deutsche Mark. So were the rest of his fellow-countrymen.

But it turned out to be a rather fine day after all, for the new money was worth its money.

There were ties for Herr Fischer, a hat for his wife and some big bananas for Hans. And for all of them there was QUICK—a magazine as young and bright as the name suggests.

Today QUICK is as young as ever. A Picture Magazine with straight-forward reports on events of the world, with stories that make its million readers buy QUICK again and again and again.
Small wonder that QUICK carries the largest advertising volume of all German illustrated weeklies, for to know the German market means to advertise in QUICK!
You can reach 10.7 Million consumers every week with QUICK. . .

More than 25% of all West-German house-Fraus are easy to get at every week with QUICK.
And you can sell the good things in life to 38.7% of the above-average-income people—(the ones without the monocles).
Our New York representative will be delighted to give you any details you may want.
Please contact Mr. Arthur Steiner, 69-10 Yellowstone Blvd., Forest Hills, New York, N. Y.

If you are interested in the German market
ASK FOR THIS BOOK AND GET IT FREE!
Anniversary-Edition, 220 Pages 11 x 15" with a large number of 4-colour-prints, reviewing the German Advertising and publishing of the last ten years. Just call Illinois 9-3428; it's yours for the asking.

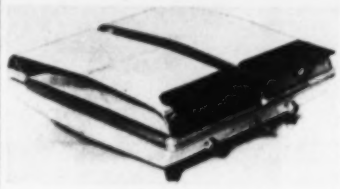
So if you're out for a wide open market this is your way in!

IT PAYS TO QUICKVERTISE!

Merchandising Ideas

Agency Sends 2¢ Checks • Barry & Ross Advertising, New York, recently mailed a real bank check for 2¢ to a select list of prospects. The checks were accompanied by typewritten letter which read: "Enclosed is a bona fide check for 2¢ in payment for one second of your time—the time it takes to think of Barry & Ross when you need new ideas in advertising or sales promotion." A postscript added: "In case you're wondering, 2¢ a second equals $72 an hour, $576 a day or $2,880 a week." Barry & Ross reports that so far none of the checks has been cashed, but the agency received three inquiries.

Wilson Offers Heating Units • Wilson & Co., Chicago, this spring will offer electric heating units for its Menu-Pak pre-cooked, pre-packaged food servings free to institutional users whose volume in the line exceeds a certain minimum (not yet set). The heating units are being manufactured for Wilson by Electronics Corp. of America, Cambridge, Mass., in three types—a two-bag heater, a four-bag heater and a conveyer heater capable of handling 240 Menu-Paks a minute. Wilson says it may offer the conveyers for sale to other Menu-Pak users later.



Wilson Menu-Pak Heater

The Menu-Pak line now includes 21 food serving items, seven ounces in each laminated polyethylene bag. Distribution to institutional users now covers the Chicago and New York metropolitan areas plus much of the South and Southwest.

Aunt Jemima on Matches • To penetrate apathy of dealers in the face of a barrage of merchandising announcements from countless national brands, Quaker Oats Co. for its Aunt Jemima Easy-Mix capsuled its trade story into attractive match books prepared by Lion Match Co. The front cover shows the new Aunt Jemima packages and the back cover describes packaging advantages. Inside the match book cover, Aunt Jemima summarizes its schedules in consumer magazines, network tv and spot tv.

MERCHANDISING MATCHES—*Quaker Oats Co. is telling the story of its new Aunt Jemima Easy-Mix packages to dealers via these matchbooks.*

Buttons Urge: Make it Beer • Buttons urging "Let's Make It Beer" are being worn by Milwaukee brewery workers in a campaign to sell more of their employers' products and create more jobs. The button campaign, originated by Milwaukee Local 9 of the AFL-CIO Brewery Workers Union, is a joint effort with both union and the five Milwaukee breweries. Kenneth Mueller, president of the union, said beer sales throughout the country were down last year, and he hoped the buttons would stimulate sales of the "beverage of moderation." The union has provided buttons for its more than 6,000 members, and the brewers have secured 10,000 of the buttons for other brewery employes.

Dr. Pepper Offers T-Shirt • Dr. Pepper Co., Dallas, has slated a nationwide T-shirt promotion offering two T-shirts for $1 to begin May 4. Bottle riders will be used at point of purchase, and poster displays, newspaper, radio and tv material will be made available to Dr. Pepper bottlers to encourage participation. The bottle riders will enable consumers to designate sizes and quantity of T-shirts, name and address.

PREMIUM—*Dr. Pepper is offering T-shirts like this in a promotion beginning in May.*

The white T-shirts, with a color caricaturized face of Dr. Pepper's St. Bernard dog emblazoned across the front, will be handled directly from the company's headquarters. John Pollock, promotion manager, said success of a number of localized Dr. Pepper T-shirt promotions in 1958 led to the up-coming national promotion, for which the goal is sale of 250,000 T-shirts. #

Photo J. Coquin.

DOING BUSINESS IN EUROPE?

Can you talk to HER in HER language?

(We can!)

If you don't know the language, you're not going to get your message across, even if you shout. And "language" means more than speech. It involves tastes, and needs, and habits. Better leave the talking to experts operating in the very market you are seeking!

In France, that means Publicis. This agency (newly housed in a Building specially designed to give a complete, up-to-date advertising and marketing service) works on an international scale. Not only does it know France inside out, it can also assess the special problems of the French market against what it knows of Great Britain (it has offices in London).

It is highly significant that a large number of Publicis accounts are international : British-American Tobacco Company Ltd., Chemstrand Corporation (Acrilan), Colgate-Palmolive, Coty, General Motors (France) Frigidaire Washing Machine Division, Laboratoires Avlon (I.C.I.), Ronson Products Ltd. (Lighters), Sabena Belgian World Airlines, Shell Berre (French Shell), Singer Sewing Machine Company, Trans Canada Air Lines (Air Canada).

PUBLICIS

PARIS. PUBLICIS BUILDING 133 Champs Elysees (8e) Balzac 78-00

New York Rockefeller Center 610 Fifth Avenue N. Y: 20 Plaza 7-2273

UPON REQUEST, PUBLICIS WILL BE HAPPY TO SEND, FREE OF CHARGE, AN INTERESTING BOOKLET OUTLINING BUSINESS OPPORTUNITIES IN THE EUROPEAN COMMON MARKET. WRITE FOR YOUR COPY TODAY.

GOOD SIGNS

. . . Detroit's on the GO!

- *Plans for Huge 20-Building $100 Million Riverfront Center Announced by Realtors!*
- *Gas Co. Acquires Site for $20 Million 20-Story Downtown Office Building!*
- *4 New Giant Shopping Centers Being Built—Investments of Over $28 Million!*
- *Big Food Chain Announces Additional $20 Million Expansion!*
- *New $8 Million Automobile Supermarket Plans Announced for Northland Center!*
- *Plans Announced for 8 Large New Hotel-Motels and 3 Downtown Apartment Skyscrapers!*

PRIVATE INTERESTS, as well as utilities and industry, are investing millions in Detroit's future. In this great and growing market, The Detroit News is the DOMINANT advertising medium. It consistently carries more linage than both other newspapers combined. And its circulation—weekdays and Sunday—is highest of all Michigan newspapers, and is now the *highest in Detroit News' history!*

The Detroit News

First in Circulation 463,469 Weekdays, 575,276 Sunday, ABC 9/30/58

New York Office . . . Suite 1237, 60 E. 42nd St.
Pacific Office . . . . 785 Market St., San Francisco
Chicago Office . . . 435 N. Michigan Ave., Tribune Tower
Miami Beach . . . . The Leonard Co., 311 Lincoln Road

'Screen Process' Joins ABP

Screen Process, monthly silk screen printing industry publication, published by Signs of the Times Publishing Co., Cincinnati, has been elected a member of Associated Business Publications, New York.

You, too, can get effective merchandising help in Muncie

Mr. Campbell Gillespie, President of the Muncie Pepsi Cola Bottling Co., says, "I can heartily recommend the Muncie Star & Muncie Evening Press for excellent cooperation and merchandising assistance in connection with our newspaper advertising. They are always ready and willing."

The MUNCIE STAR ★ MUNCIE EVENING PRESS

MUNCIE, INDIANA

National Representatives: Kelly-Smith Company

Newsprint Scene 'Healthy'; Demand Dips 4% Below '57, ANPA Is Told

NEW YORK, April 22—"The newsprint situation is healthy. Production is adequate to take care of present demand not only in the U. S. but throughout the world. And there is an ample cushion to take care of the increased consumption which developed in the first three months of 1959—which is expected to continue.

ANPA Convention

"The price of newsprint remains stable and may be expected to remain so in view of the supply and demand for newsprint."

These were among the highlights of the newsprint committee's report today at the American Newspaper Publishers Assn. convention.

"ANPA does not anticipate in the future, because of available capacity, any such shortage as has occurred on several occasions since World War II," the report said.

It pointed out that consumption in 1958 was almost 4% under consumption for 1957 and 5% under 1956, the peak year. But, it noted, beginning in July, 1958, consumption started slowly to increase, and the first three months of 1959 show a steady increase "which we can expect to continue."

■ The report also noted that "even though advertising linage dropped in 1957 and 1958, newspaper advertising is becoming more and more a fundamental in the mass distribution of goods and services. There is a closer month-to-month correlation between advertising and sales, particularly of non-durable goods in local markets."

The U. S. Supreme Court decision on Feb. 24 in the case of U. S. Plywood Corp. v. City of Algoma, Wis., which held that plywood imported into the U. S. may be taxed by the states under a general *ad valorem* tax even though in the original package, if it is required that the item be kept on hand to meet "current operational needs," may have an adverse effect on publishers, the report said.

One Wisconsin newspaper already has been advised, the report said, "that imported newsprint in original packages will be taxable under a general property tax provided it is required 'for current operational needs'."

DEMAND GROWS FOR MECHANICAL BULLETINS

NEW YORK, April 22—More than 1,500 inquiries were handled during the past year by the mechanical department of ANPA, it reported at this year's convention.

Because of growing interest, the department last year increased the total number of pages published in its mechanical bulletins by 25%.

Five trade color sheets have been published to date, and a sixth will be mailed to members within the next 30 days. These cards list a total of 200 brand name formulas, giving the quantities on a parts-by-weight basis of ANPA recommended inks necessary to achieve specified trade colors.

Requests from advertising agencies for assistance in supplying technical information and advice in the fields of preparation of copy, art, photography, engraving and duplicating materials have increased during the past year, the department's report said.

■ It is also working cooperatively with the New York Photoengravers Board of Trade to establish a set of matched proofing inks having the proper physical properties to produce proofs which will more nearly represent r.o.p. color ads as they are printed on a newspaper press.

The 1959 mechanical conference will be held at the Morrison Hotel, Chicago, June 21-24, one feature of which will be an all-day conference June 23 on r.o.p. color and advertising.

BOX CAR SCARCITY PERILS NEWSPRINT

NEW YORK, April 22—Improved business conditions have accentuated box car demands by 10% over a year ago. If this trend continues, a shortage of 50,000 cars by July 1 is possible, ANPA was warned today by its traffic committee.

It is "our strong recommendation," it told the newspaper publishers, "that you closely watch your inventory of newsprint and shipments from the mills."

The committee pointed out (1) that newsprint requires a box car in A-1 condition, (2) that this type is being replaced less frequently than any other, and (3) that newsprint producers must compete with movers of grain.

It also urged publicizing facts about the possibility of a car shortage to help get railroad officials to speed up getting adequate equipment.

■ The committee also reported that the association's traffic department during the past year collected more than $6,000 for members through auditing freight bills; that newspapers' safe driving accident records have been so good that the department will seek lower insurance premiums for smaller-circulation newspapers; and that piggyback service for newsprint shipments continues to benefit many newspapers. #

"General Electric will...NATO has...De Gaulle is..."

Latin American leaders have to know what's going on in the rest of the world: what's wanted—what's available—where to look for opportunities—where to watch for threats.

Such information is essential to the decision-makers in government and business wherever they may be.

For current, comprehensive news of the U. S. and the world, men like these rely on TIME—read it carefully, quote it frequently.

So the words "TIME dijo. . ."—"TIME said . . ." are often heard in the liveliest and the most important conversations in Latin America.

TIME LATIN AMERICA

The most talked about magazine in Latin America

TIME Latin America is published weekly in English. It consists of the editorial content of the U.S. Edition plus additional Latin American news and advertising directed to its special audience.

MARKED FOR GLAMOUR*

If the sky's the limit,
she travels with Glamour.

© 1959, The Condé Nast Publications Inc.

YOUNG WOMEN LIKE THIS ONE, LIKE THIS ONE

PHOTOSTAT USERS!!!
Cut your costs 70%
with exclusive Magi-Copy Process
Low as 7¢ a copy . . . No machine to buy . . . we do it all . . . Same day service . . . Free price list and samples.
MAGI-COPY (Dept. Alfred Mossner Co.)
108 W. Lake St., Chicago 1, Fla 2-8600

Integrity Is 'Must' in Selling Business Paper Space: Stanley

CHICAGO, April 21—The one thing that a business publication space salesman must have to attain any degree of success is integrity, Emil G. Stanley, president and publisher of Stanley Publishing Co., asserted yesterday, at a sales clinic sponsored by the t.f. Club of Chicago.

Other speakers at the panel discussion included G. D. Crain Jr., president of Advertising Publications Inc.; Russell L. Putman, president of Putman Publishing Co.; Maurice P. Driscoll, president of Industrial Publications Inc., and David R. Watson, publishing director of Watson Publications Inc.

"Integrity is like pregnancy—you either is or you ain't," Mr. Stanley said. "You can't turn it on and off. It is also vital that editors and publications have integrity."

Mr. Stanley cited a case in which the integrity of one of his publications was questioned by an advertiser. The sales manager of this company said that he had received more inquiries from an ad in one of the Stanley magazines than from all its competitors combined, but he complained that most of the inquiries were falsified. He dropped his ad schedule.

Mr. Stanley said that he immediately sent out first class letters to all of the persons who had inquired about the ad. He said he received an 80% response the first week and all of those answering proved to be genuine respondents. When he presented the sales manager with this evidence, Mr. Stanley said, it was discovered that the bad inquiries came from a competing publication. Stanley regained the account.

■ The word "industry" is synonymous with the word "work," and any salesman must work hard in order to be successful, said Mr. Driscoll. "A man who works hard and knows how to work will have the jump on other men who may have more talents in other lines," Mr. Driscoll said.

He urged salesmen to write up call reports immediately after seeing a prospect, particularly if the prospect is an out-of-town call. "If you write up the report right away," Mr. Driscoll said, "you may run across something you missed in your presentation or come up with some new ideas that would warrant calling the prospect again in the morning. And if you get a chance to see him a second time, you may make the sale this time."

■ Speaking on the quality of imagination, Mr. Crain asserted that "salesmen should look at the problems of their customers through their customers' eyes.

"If you are to serve your customers properly, you should know his business as well as he does," Mr. Crain said. "The more service you can give your customers, the more chance you have to get and keep his advertising."

Mr. Crain told about the "case of the s.o.b." The ad manager of a certain company was a very hard man to sell and had little use for most salesmen. After many salesmen had failed to sell the account, Mr. Crain said, one of his salesmen decided that the ad manager hated a "hard-sell" approach, and he decided to use different tactics.

During the year that the salesman called on the uncooperative ad executive, he never asked for an order but would merely call attention to articles appearing in his publication which dealt with the ad manager's field. At the end of the year, he presented the ad manager with a portfolio of all related articles that had appeared. The result was that the salesman received the largest order he had ever sold, Mr. Crain said.

■ Mr. Putman maintained that there is no such thing as an unsellable account. "Look for the moose call—the sales pitch that the prospect will respond to," Mr. Putman said.

He urged salesmen to use all their ingenuity to find a sales presentation which will sell any prospect. "Ingenuity is the extra thinking that you do when you have done all you can to sell an account," Mr. Putman said. "This is directly opposed to filling out a call report telling why you haven't sold the prospect."

■ Discussing initiative, Mr. Watson told about a rubber company which had been a good advertiser in his publications for a long time. When a management change occurred, the company stopped advertising, and nothing the Watson salesmen did changed the company's decision.

"Then one of our salesmen had a real brainstorm," Mr. Watson said. "He got on the telephone and called the new ad manager. He told the ad manager that he was a stockholder in the company and he was concerned about how the company was spending its ad dollars. Needless to say, we got the business back." #

'Good House' Boosts Bailey

Wesley L. Bailey, formerly promotion manager of *Good Housekeeping*, New York, has been named creative director, a new post. Mr. Bailey is succeeded as promotion manager by David Neil, formerly of the promotion department.

MUSICAL TRADEMARK
Why buy a jingle when you can buy a MUSICAL TRADEMARK
MUSICAL TRADEMARKS, INC., 135 W. 52 ST., N.Y. 19, N.Y., JU 2-3820
©1958

A ONE-IN-A-MILLION TEST MARKET . . .
one newspaper . . .
and a million and more prospects!

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *more economically than ever* with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and evening	204,022	.62
Sunday Journal	185,473	.60
Sunday and Morning	243,234	.70
Sunday and Evening	331,734	.98
Sunday, Morning, Evening	389,495	$1.04

(ABC circulation, March 31, 1958)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Saturday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island. Or your nearest Ward-Griffith office.

PROVIDENCE JOURNAL-BULLETIN

Represented Nationally by Ward-Griffith Co., Inc., New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Miami, Charlotte, Portland, Ore.

FOR SELLING IN BRITAIN

ATV attract world's top companies

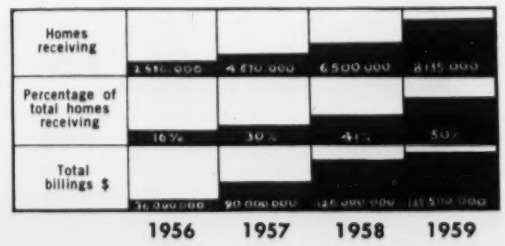
Max Factor
Kellogg's
Ford
The Procter & Gamble Group
Unilever
Heinz
Colgate-Palmolive
Goodyear
Coca-Cola
Kraft
Eastman Kodak
Revlon

Britain's most progressive TV program company—ASSOCIATED TELEVISION LIMITED—is used by many leading international advertisers as their most powerful selling force

1. ATV cover two great market areas.
2. *London* with its dormitory and suburban districts comprising 13.4 million people who have the country's highest living standard.
3. *Midlands*—the rich industrial centre of Britain with a population of 7 millions. As a television area, the Midlands has the country's consistently highest viewing figures.
4. ATV have an audience of 11 millions. These viewers have the choice of watching either ATV or BBC. Thanks to ATV's top programs, most watch ATV.
5. ATV program ratings are fantastically high. Figures of over 80% are by no means uncommon.
6. While peak time rates in the Midlands, for instance, are $1078 for 30 seconds, advertisers are getting averages of 60 cents per 1,000 viewers for 30 seconds.
7. ATV's two areas account for 41% of Britain's purchasing power.
8. ATV make it their business to see that the advertiser spends most effectively on this channel—that he gets the most for his money. ATV offer a unique service which covers every aspect of Media planning, TV Market Research, and TV Merchandising.

There are two channels on British television: the state-run, non-advertising BBC, and a commercial channel, which carries programs provided by independent program companies, each serving different areas for different periods. ATV, the most progressive of these companies, handle weekends on the London station and Monday thro' Friday in the Midlands. There is no sponsorship; advertising is in the form of spots (7-, 15-, 30-, 45-, or 60-seconds), plus advertising magazines (shopping guides).

Growth of commercial TV in Britain (estimated figures)



ASSOCIATED TELEVISION LIMITED
Television House, Kingsway, London, W.C.2.

Buying Full Power In San Francisco!

HIGHEST Daily Circulation

AMERICA FIRST

San Francisco Examiner

MONARCH OF THE DAILIES

HIGHEST Sunday Circulation

A HEARST NEWSPAPER REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

There's More Of Everything In Examiner

More National, More Display– More Big Stores Choose Paper

Advertising is an investment—a sound one in The Examiner, based on safety and maximum return.

Today, and for years, more people read The Examiner than any other San Francisco newspaper. Circulation is at an all time high.

Today, and for years, more advertisers use more advertising in The Examiner than in any other San Francisco newspaper. Jan. 1959, they placed 721,000 more lines than the second paper for the year. In 1958, The Examiner carried 2,700,000 more lines

More Sales 'Tonnage' In Market

By A. J. HOROWITZ
Marketing Mgr.

The San Francisco market offers more "tonnage sales" than all but five markets of the United States. Now San

Bargain Buy for Ladies

40 Pct. Greater in Women's News

By KATHLEEN DOYLE
Women's Editor

Today's woman is a wonder. Her husband, children and home come first, but the world is her domain.

Upon this premise, The Examiner gives her the news, more than any other San Francisco newspaper.

Examiner editors reject the traditional "society" approach to today's woman. The women's staff of 22 is an extension of the city desk, covering every phase of a woman's life.

"Women Today," The Examiner's women's section, gives 40 per cent more news to women. (During January

Stands Alone!

Examiner's Readers Get 4,170 More Pages

Page After Page, News, News, News!

A great newspaper—and specifically The Examiner—is many things. But first of all it is A NEWSPAPER that COVERS MORE OF THE NEWS than any other newspaper in San Francisco.

The Examiner has been that kind of newspaper since its first day under William Randolph Hearst, March 4, 1887.

The Examiner is more than ever that kind of newspaper today, giving more complete coverage—in every field—than any other newspaper in

Four New Sunday Magazines

carried 3,100,000 more lines than the second paper.

These two facts justify the selection of The Examiner for advertising investment. But there is more.

MORE THAN 50%

In 1958: The largest local advertiser in San Francisco used more than half his four paper budget in The Examiner. The largest furniture dealer invested more than 80 per cent of his advertising in The Examiner. The largest quality store put 60 per cent of its advertising in The Examiner. Twelve of the first 25 volume advertisers placed more than half their four paper budgets in The Examiner. The Examiner carried more than 640,000 more lines of general advertising than the second newspaper.

It is safe and it is profitable to invest in The San Francisco Examiner.

Francisco County is the richest in the United States in effective buying income.

Distribution from San Francisco reaches more than 71,700 retail establishments in northern California. Their nearly $8 billion in business is more than that of all eight of the Mountain States.

SIX MILLION PEOPLE

With population nearing the six million mark (more than the total for Connecticut, Maine, New Hampshire, Rhode Island and Vermont) this northern California market continues record-breaking gains.

The San Francisco Examiner, as the top circulation medium for advertisers, with morning circulation of 263,265 and Sunday circulation of 471,387, provides more advertising impact for more sales than any other print media in the market. Carload tonnage sales for advertisers are the direct result.

More Sports Pages; Top 22-Man Staff

By CURLEY GRIEVE
Sports Editor

Complete, authoritative excellence and careful editing keynote The Examiner sports section. And there's 20 per cent more sports news in The Examiner.

Here are seven reasons why Examiner sports are tops:

1—At the scene sports coverage whether a local game or the Olympics half way around the world.

2—Smashing pictorial coverage featuring the famous Examiner magic eye sequences.

3—Community leadership, such as bringing major league baseball to San Francisco and the Winter Olympics to Squaw Valley.

4—A promotional program tops among cosmopolitan papers: presenting annual All-American clinics for youngsters such as the baseball school under Oscar Vitt, basketball school under Hank Luisetti, ski school under Eric Johnson, tennis under Jack Kramer and The Examiner-sponsored William Randolph Hearst Regatta, Far Western Swimming and Diving Championships, Hole-in-One tourney, and Golden Gloves.

5—A staff without parallel, with every department featuring a truly authoritative writer: racing, Abe Kemp; boxing, Eddie Muller; college sports and pro football, Bob Brachman; outdoor sports, J. P. Cuenin and Walter Radke; yachting, Don Selby; baseball, Walter Judge; high school sports, Syd Russell; golf, Phil Norman; bowling, Carl Reich; tennis, Paul Lippman.

6—The top sports columnist anywhere, Prescott Sullivan, and the favorite sports cartoonist in the West, Wiley Smith.

7—Integrity—so vital in sports writing—is characteristic of The Examiner staff.

More Finance News and Advertising

By DONALD K. WHITE
Financial Editor

The morning Examiner regularly prints more business and financial news than any general circulation newspaper in northern California.

It's the basic investment and business guide for businessmen and a vast army of new investors because the financial capital of the West is on our "beat" and so are the financial news centers of the world. We carry the "big board," naturally, and more than 30 stock and commodity tables daily.

62% of All Classified

Sixty-two per cent of all net paid classified advertising published in San Francisco newspapers during 1958 appeared in The Examiner. The Examiner's volume was larger than the three other San Francisco papers combined.

Note: January was an 11 year January high — 98,686 ads. February was the highest in history—103,278.

for example, there were 315 more columns in The Examiner than in the second paper).

The flow of letters and telephone calls (more than 2,270 each week in 1958) gives you an idea of readers' trust and acceptance. Today's woman is eager to see how the news of the day affects her.

WHAT'S DOING?

What important feminine figures are in town—and why? What socialites caper at the local and international frolics? How to be fashion wise? How to find fun and friends? Is there community work? Is a career available?

All the interests and answers are hers in "Women Today" through wire services, the exclusive Women's News Service, and local writers.

OVER THE YEARS THE EXAMINER has attained an eminence remarkable in a multi-newspaper market. It stands alone above the competition in news coverage, in influence, in circulation and in advertising with more of everything of importance to readers and advertisers alike.

Late Flash

From---Circulation Mgr. To---Advertising Buyers

MORE PEOPLE: Circulation trends of The San Francisco Examiner continue upward.

From June 30, 1958, to September 30, 1958, the daily Examiner added more than 12,000 to its total of 250,000 daily net paid.

The average net paid daily circulation for the period was 263,265.

This is an all-time high for any newspaper in northern California.

Sunday circulation: 471,387.

More, Better Food News

By PRUDENCE PENNY
Food Editor

Two great superiorities of The Examiner's food section benefit our readers.

First: "Prudence Penny" has been favorably identified with food for nearly fifty years. This identification is national, and the reader feels a friendly familiarity with "Prudence Penny." Second: The Prudence Penny department is the only food department in San Francisco inviting mail and full time telephone service for readers. It answered 23,553 phone calls and 26,690 letters last year.

The food pages are so attractive that others have copied Examiner style. This January The Examiner Thursday food section contained 144 columns to 84 for the second newspaper.

northern California.

MORE DAILY, SUNDAY

The proof is in the record. Last year, as a typical example, morning Examiner readers got 4,170 more pages. The margin of the Sunday Examiner over its nearest competitor was great, too.

When the big stories break, Examiner reporters and cameramen on the scene cover the stories more thoroughly than any news medium.

EXPERT STAFF

Experts, whose fields range from science to sports, home economics to high society, travel to fashion—and the best columnists, the best reporters, the best writers, the best cameramen—The Examiner has all of these.

FIRST OF ALL, The Examiner leads today just as it always has for 72 years, as competitors gain or lose, or come and go.

More News Services

Examiner readers receive more national and international news from four news services: Associated Press, United Press International, Hearst Headline Service, and Women's News Service.

And more pictures from AP and UPI and exclusively from Striar Washington photos and Paris Match in Europe.

By BILL HALL
Sunday Editor

The greatest advancement in 72 years of The Sunday Examiner's leadership was the recent addition of four bright, new localized magazines.

PICTORIAL LIVING

Pictorial Living is a brilliant and compelling color-gravure magazine, a new star in The Examiner's firmament.

HIGHLIGHT

Highlight is the new and only provocative lively arts magazine in northern California — an entertaining magazine devoted to entertainment.

TV MAGAZINE

TV is a handy tabloid containing more television news and logs than any other newspaper section in our area.

MODERN

Modern is a readable and very popular section offering more news of autos, photography, building, real estate, gardens, and travel.

Of course, the Sunday Examiner has big news and sports sections plus The American Weekly, Women Today and the world's best color comics in Puck, the comic weekly.

(Editor's Note: In January The Examiner averaged 212 pages per issue for its 471,387 readers, compared with 180 pp. for its 275,000 circulation competitor.)

Every Day's Index

These Are Some Stars of The Examiner:

Babette
Jim Bishop
George Rothwell Brown
Bob Considine
George Dixon
Charles Einstein
Alexander Fried
Dan Frishman
Curley Grieve
William Randolph Hearst Jr.
Anita Day Hubbard
Dr. Sara M. Jordan
Hortense Morton
Dwight Newton
Luther Nichols
Dick Nolan
Louella Parsons
Prudence Penny
Wiley Smith
Prescott Sullivan
Donald K. White
Earl Wilson

plus 1,500 other enthusiastic staff members

More for Your Dollar in The San Francisco Examiner

TESTING

one · six · two

Libby's selected the *testingest* market in the country to get the answers . . . Portland, Maine! First in U.S. cities of 150,000 pop. Sixth in U.S. cities regardless of population and second in New England regardless of size.* Libby's Beef Stew is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate. *Source Sales Management

100% coverage of city zone 94% coverage ABC retail trade zone

represented by the Julius Mathews Special Agency Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

Fulton, Morrissey Names Pomfret VP, Principal

Fulton, Morrissey Co., Chicago, has elected George Pomfret a vp, account supervisor and a principal.

George Pomfret

Mr. Pomfret has been with Kaiser Aluminum Co. for the past three years. His duties included supervision of all advertising, except household foil and chemicals and the post of assistant sales manager in New York.

NBC-TV Airs 'Hayride'

"Midwestern Hayride," originating from WLW-T, Cincinnati, will be telecast in color over the National Broadcasting System for 16 weeks beginning Sunday evening, May 17.

WOOF YUM—1,000-line *newspaper ads like this are being used by Doane Products Co. to introduce its Taste-T-Chew dog food in Joplin, Springfield, Mo., St. Louis, Wichita, Kansas City, Mo., Oklahoma City and Tulsa. Jackson, Haerr, Peterson & Hall is the agency.*

"An alert appearance and good grades in marketing are fine, men — but if it's a job in the media department you're going after . . ."

BEST POSSIBLE GUIDANCE for an advertising campaign in any market is to steer it to the newspaper that reaches the solid market-that-matters. In Cincinnati, that's easy. For Solid Cincinnati reads the Cincinnati Enquirer. Has for years. Always will. No doubt about it . . . *you're* in *solid* in Cincinnati when you're in The Enquirer. The latest Top Ten Brands Survey confirms it. Ask The Enquirer's Research Department to show you.

Represented by Moloney, Regan & Schmitt, Inc.

MEMBERS OF ABC

'Merchants of Life' Recounts Drug Field Trend to Research

NEW YORK, April 21—Tom Mahoney's "The Merchants of Life" (Harper & Bros., $3.75) is a one-dimensional portrait of the American pharmaceutical industry.

Mr. Mahoney, a public relations man, who previously wrote "The Great Merchants," a study of 20 retail organizations, traces here the rise of drug companies, with the accent on the ethical drug producers.

It is a highly reverential treatment. Mr. Mahoney notes that the industry has increased its sales more than 10 times since 1939, and he says the industry "has gained even more in prestige" since the manufacturers "became discoverers as well as makers and marketers of drugs."

The author places primary emphasis throughout the book on the research done by drug houses to develop new products. He pays only cursory attention to their marketing problems.

■ "The Merchants of Life" will be chiefly useful to those who are interested in the historical background of leading drug makers. Among the companies covered in statistical detail here are: Abbott Laboratories; Smith Kline & French; Wyeth Laboratories; Squibb; Parke, Davis; Lederle Laboratories; Upjohn; Burroughs Wellcome; G. D. Searle; S. B. Penick; Eli Lilly; Merck; Sterling Drug; Chas. Pfizer, and Schering. #

Management Magazines Add 3

Frederick L. Bunting, formerly advertising and sales promotion manager of Columbia Ribbon & Carbon Mfg. Co., has joined Management Magazines Inc., Greenwich, Conn., as sales promotion manager. Also joining Management Magazines are A. A. Novy, circulation director, who previously was fulfillment manager of Hildreth Press, and Donald R. Buckner, a space salesman, formerly with Capper Publications.

General Cigar, Ballantine Buy N.Y. Giants Games

General Cigar Co. and P. Ballantine & Sons signed with CBS Radio, New York, to sponsor the entire schedule of the New York Giants professional football games next fall. Agency for General Cigar is Young & Rubicam, and Ballantine's agency is William Esty Co.

AND IT'S GETTING BIGGER ALL THE TIME!

7-billion dollars worth of groceries! That's the size of the package our readers (and your customers) take home with Everywoman's Family Circle each year! They're shoppers in 23,000 chain and independent supermarkets that ring up sales of nearly $21 billions annually—over two-thirds of total chain grocery volume, 40% of all U. S. retail grocery business. *And our package is getting bigger all the time:* Family Circle circulation for the first quarter averaged 5,300,000*—quite a bonus on our 5-million rate base! No wonder advertising volume for '59 is 50% ahead of last year as of this date, with 45 new advertisers already signed up. Put your advertising where your business *is*—in Everywoman's Family Circle!

*Publisher's Estimate

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY of The Fabulous Southwest

101 REASONS
Why El Paso is still on the Grow.
This attractive four page folder giving facts and figures on El Paso and the Fabulous Southwest is yours for the asking.
Write for your FREE copy today.

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

IARI Names Boggs

Robert W. Boggs, advertising manager of Union Carbide Plastics Co., subsidiary of Union Carbide Corp., has been appointed a trustee of the Industrial Advertising Research Institute, Princeton, N. J. He will fill the unexpired term of Richard C. Sickler of E. I. du Pont de Nemours & Co., who has resigned because of illness.

JWT, Mytinger Account Split

J. Walter Thompson Co. and Mytinger & Casselberry, Long Beach, Cal., distributor of Nutrilite products and Magi-Care cosmetics, have severed their agency-client relationship, effective May 1, because of a product conflict.

'Holiday' Boosts Oestreich

George H. Oestreich Jr., formerly assistant publication manager of *Holiday*, has been promoted to associate manager of the publication in New York, a new position.

New! Egg Coffee in Regular Grind
NORTH WOODS
EGG COFFEE
This is the strong, fresh coffee that brews clear, can't taste bitter... because it's egg coffee!
Now...3 easy ways to enjoy delicious Egg Coffee

EGG IN IT—*North Woods Coffee Co. used this ad in the April 23 Chicago Tribune to introduce its regular-grind egg coffee in the Chicago market (AA, March 16). North Woods already has an instant egg coffee on the market. Clinton E. Frank Co., Chicago, is the agency.*

Common Market Isn't Homogeneous, Publicis Head Warns

PARIS, April 21—A warning against treating the European Common Market as a homogeneous entity has been issued by the head of France's largest advertising agency.

Marcel Bleustein-Blanchet, president of Publicis, warned advertisers that they will be treading on dangerous ground if they approach this market with the idea of a "typical consumer, always the same from country to country."

M. Bleustein-Blanchet told ADVERTISING AGE that while the ECM will open up a market of 165,000,000 persons, it will still be essential to leave room for local initiative.

"It would be unrealistic," he said, "to take a rigid view of advertising and to apply one cure-all remedy to all problems. All the geographical and social differences, the range of habits, of tastes and of needs create different contexts within which advertising campaigns must be created.

■ "The mere fact that the ECM unites 165,000,000 inhabitants does not make it the enlargement of any single national market. It will surely be possible to establish a certain equilibrium between the way of life and the buying habits of different populations, but national habits and deep divergencies will remain for a long time." #

Winthrop Lab Names Cook, Field to New Posts

Winthrop Laboratories division of Sterling Drug has appointed Walter J. Cook to the new post of coordinator of advertising, sales promotion and public relations. Mr. Cook has been ad manager of Winthrop 22 years. He will be succeeded by Norman F. Field, who gets the new title of director of advertising.

Walter J. Cook

Norman F. Field

Mr. Field, formerly assistant ad manager, joined Winthop in 1938.

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

Around the world, 7 out of 10 Newsweek family heads are executives in Business, Industry and Government. Ask your agency.

American Edition
European Edition
Pacific Edition

The <u>different</u> newsweekly for communicative people

TUCSON

1958 ROP COLOR LINEAGE*
OVER 1,850,000 LINES
First 2 months of 1959 ROP COLOR UP 20% over same period 1958.
*SUNDAY STAR AND EVENING CITIZEN

The Arizona Daily Star MORNING & SUNDAY Tucson Daily Citizen EVENING
2 Independent Newspapers Produced in the Same Plant
Represented Nationally by Cresmer & Woodward, Inc.

IF YOU WANT TO COVER ARIZONA, THE STAR & CITIZEN ARE A *MUST!*

Business Paper Is Bridge Leading to Consumer: Heiskell

NEW YORK, April 21—"In today's battle for the promotion dollar and for the consumer dollar, we are taking a longer look at all our media purchases," Andrew Heiskell, publisher of *Life*, told Associated Business Publications last week.

Speaking at ABP's annual merchandising paper awards luncheon, at which *Life* received a special award (AA, April 20), Mr. Heiskell said that "business papers which have geared their content and service properly will continue to share our investment.

"We use business papers," he said, "because they reach the people we want to reach, in an atmosphere of focused interest, at a price which is reasonable.

"Our advertising agency (Young & Rubicam) and we," Mr. Heiskell said, "ask that the business paper help deliver to us what we consider the very nearest thing in our business to the indispensable man—the man who ends up in the ultimate arena, selling the customer.

■ "No brand—no matter how lustrous its name, no matter how stupendous its network show, no matter how majestic its four-color series in *Life*—can get very far without the support of the wholesaler, the retailer, the jobber, the broker, the buyer. They have various titles—but they're all engaged in bridging that final imponderable gap between the available product and the man or woman who buys it and takes it home.

"We regard business papers," Mr. Heiskell said, "as a valued component in getting client products—and our own—into the home.

"Each year we and our agency work out a total plan for our advertising effort. It embraces activity in consumer magazines, newspapers, direct mail, business papers, radio—sometimes even television. It embraces, also, a number of different kinds of campaigns. With a carefully reasoned plan established, we do one additional thing that's fundamental: We stick to it.

■ "If I have dwelt over-long on such elementary aspects as planning and consistency in advertising," Mr. Heiskell said, "it is because too often the things which are, or should be, axiomatic get overlooked in the frantic demands of a season or even a day.

"The competition does something calculated to distress us, and we forthwith flirt with a coronary and lose the capacity to judge long-range consequences of rash acts.

"Having a plan and staying with it can be a great tranquilizer in parlous times—and the prescription improves in effectiveness year after year." #

COOK-OUT—*Kitchens of Sara Lee, Chicago, will run this four-color page in the June Better Homes & Gardens featuring outdoor serving suggestions for "brownie kabobs" and other Sara Lee products. Cunningham & Walsh is the agency.*

Shapiro Heads Sperry Unit

Vickers Inc., Detroit, a division of Sperry Rand Corp., has established a corporate market research department, and Milton Shapiro, market research manager of the company's machinery hydraulics division, has been named manager of the new department. Market research activities previously were handled individually by the company's three divisions.

North Names Braun VP

Allen E. Braun, who for seven years has headed the New York research and marketing department of North Advertising, has been named a vp of the agency.

A NEW KIND OF JOURNALISM THRIVES IN BOSTON'S CLIMATE

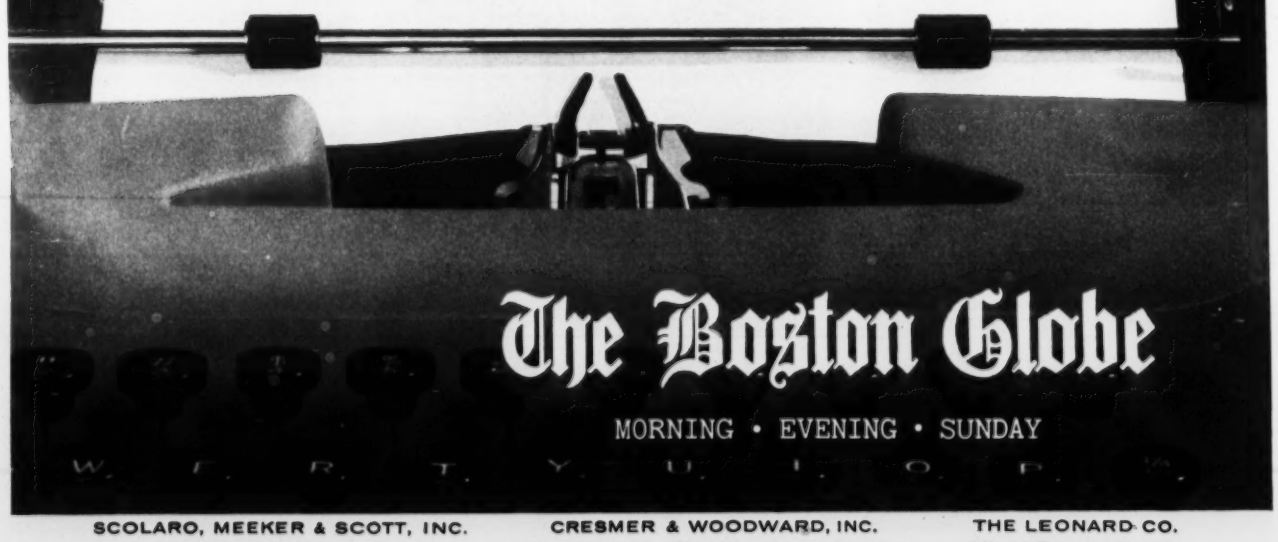
Top specialists in news-making fields
staff The Boston Globe

"That question is much too technical for me," Press Secretary Jim Haggerty told a reporter. "But Frances Burns is here. Let's ask her."

The scene was the historic press conference following President Eisenhower's sudden attack of ileitis, an ailment new and confusing to most Americans. But not to Frances Burns, medical writer for The Boston Globe. Mrs. Burns knows medicine, just as Globe writer-specialist Ian Menzies knows science, or Ian Forman knows education.

This new kind of authoritative, depth reporting is winning new respect for modern journalism, not only in Boston, but across the nation. It takes a big step beyond the traditional coverage within departmentalized fields such as business and finance, the arts, or sports.

The Boston Globe is understandably proud of its writer-specialists, proud of its pacemaking role in this new kind of journalism.



The Boston Globe
MORNING • EVENING • SUNDAY

SCOLARO, MEEKER & SCOTT, INC. Chicago, Detroit
CRESMER & WOODWARD, INC. New York, San Francisco, Los Angeles
THE LEONARD CO. Miami Beach, Florida

PHOTOGRAPHED IN THE GOOD HOUSEKEEPING BEAUTY CLINIC

Such a beautiful business

In the feminine paradise show above, strategies are shrewdly planned to make men fall, to make cosmetic sales rise.

For this is the workshop of our Beauty Editors. All of their techniques for making women look prettier are developed here, with the aid of eager staff volunteers. New styles in make-up, fashionable hairdos, tricks to soften a problem area or enhance attractive features are created and studied. The best of these are presented with authority, every month, to our 12,350,000 readers.

Because these millions of women turn to us for beauty counsel we published, in 1958, twice as many beauty pages as any other major women's magazine. And because our colorful advertising pages are equally reliable, these multiple millions of beauty-seekers use them as their buying guide.

We are in the business of persuading women. We stimulate their dreams and desires in the most practical way. It's a beautiful business. If you would like to persuade women, convincingly, call us today.

Good Housekeeping
A HEARST MAGAZINE
Creates a Climate of Confidence for Your Advertising

REPLACEMENT OR A REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Ford, Chrysler Are GM Satellites: Arnold

Ex-Trust Buster Urges Congress to End GMAC; Calls Ads Modern Miracle

WASHINGTON, April 21—Former Anti-Trust Chief Thurman Arnold urged Congress last week to weaken General Motors' domination of the auto industry by passing legislation to force it out of the automobile finance business.

Denying that he objects to "bigness" as such, he complained that the evil of the great corporation lies not in its size, but in the temptation to use its power to swallow up other businesses.

In the auto field, he contended, Ford and Chrysler are already "satellites" of General Motors. "General Motors will let them live as long as they do not grow too big at its expense," he argued.

He appeared as a Senate judiciary subcommittee resumed hearings on bills preventing auto manufacturers from engaging in the consumer financing business. At previous sessions, spokesmen for Ford and Chrysler opposed the bills, and testified that their firms might want to enter the finance business, too.

■ As chief of Justice Department's anti-trust division in the 1930s, Mr. Arnold had filed complaints to put all three top auto companies out of auto financing. Ford and Chrysler promptly complied, he noted, but in 1952 the anti-trust division "threw away the victory" by agreeing to a consent decree which let GM retain control of General Motors Acceptance Corp.

In his statement last week, he contended that the decree left Ford and Chrysler at a severe disadvantage and forced them to face the distasteful and costly possibility for rebuilding their own financing operations in competition with General Motors. Contending that the consent decree gives the GM-GMAC arrangement immunity from further anti-trust attacks, he said the only way to get GM out of the finance business now is for Congress to act.

■ In his testimony Mr. Arnold argued that successful corporations like General Motors get their power from industrial organization rather than any particular superiority in manufacturing and distribution.

Today's great American business enterprise "is a revolutionary technique of coordinating men, materials, machinery, science and psychology," he said. "This mighty complex of conditioned reflexes, once perfected, rolls along independently of personalities, functioning almost automatically."

Corporations benefit from the abilities of ordinary individuals bound together by the new art of industrial management, he observed. Thanks to science, even invention no longer depends on a flash of genius.

■ An important element in the industrial complex is its use of the psychology of advertising, he told the committee. Used "on a colossal scale," he said, "advertising can sweep aside the resistance of established custom and change the habits and wants of an entire population.

"It is a modern advertising miracle," he said, "that the American people have been educated to demand uneconomic high-fuel consuming monstrosities which the European without that education rejects in favor of more economical transportation or in the case of luxury cars simpler and cleaner lines.

"The automobile industry," he commented, "has almost eliminated the idea of efficient transportation from the American consumer's mind."

■ To the degree that it has created a market where none existed, the auto industry has contributed to the welfare of the economy, whether or not its cars are artistic or economical, he conceded.

He suggested that the appearance of Ford and Chrysler to oppose the auto financing legislation demonstrates that they do GM's bidding.

"It is better to send Ford and Chrysler to testify against this bill than General Motors, which is under investigation by the Department of Justice for monopoly," he declared. "And so Ford and Chrysler appeared before this committee urging it to keep General Motors as big as possible and not to take away from it the competitive advantages it now has over smaller companies."

■ He contended the Ford and Chrysler testimony may have been given with tongue in cheek.

"Sometimes the heads of great organizations who appear before congressional committees have too many interests at stake to be able to talk frankly and express their own opinions," he commented. "There are public relations, there are political relations and there are business relations that can be jeopardized by some uncautious word.

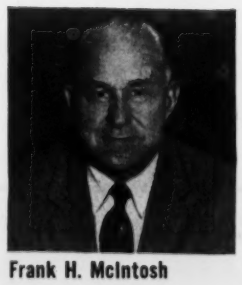
"I suggest that there is a possibility, not to be ignored, that Ford and Chrysler might feel that the best way to get this bill passed would be for Ford to announce it would have to form a finance company to get rid of the competitive disadvantage caused by GMAC and for Chrysler to suggest that it may be forced to do so in the future."

■ He denied there is any merit in the contention that the consumer will benefit if the Big Three are in the finance business.

"In my experience with the anti-trust laws, which goes back 20 years, I have discovered that in every single case of monopoly or oppressive combination its defenders have always claimed that the combination is more efficient than competition would be, and that this alleged efficiency will result in lower consumer prices. The idea seems to be that when big business controls a segment of American industry to such an extent that it may administer the prices instead of having them fixed by competition, the consumer benefits.

"For years we have had administered prices in the automobile industry. The total and complete lack of benefits to consumers

REALISTIC—*Rancho Soup Co., Sunnyvale, Cal., has redesigned its soup can labels to show closeup vignettes of each soup. Label was designed by Honig-Cooper, Harrington & Miner, Rancho agency.*



Frank H. McIntosh

"A magnificent new WLW-AM transmission system, developed by Crosley Broadcasting engineers, has made WLW Radio unquestionably the World's Highest Fidelity Radio Station!

The revolutionary new broadcasting development now puts WLW-AM transmission on a par with FM in high fidelity . . . providing a perfect illusion of live performance with a sound range from the softest pianissimo to the loudest crescendo."

This distinction was confirmed in a test made by Frank H. McIntosh Laboratory, Binghamton, N. Y.—the world's leading independent radio and high-fidelity transmission expert.

This highest fidelity transmission will increase the WLW Radio audience even more—an audience which for years has ranked among the top 10 of over 3,200 Radio Stations in America.

The result of 3 years of work and ¼ of a million dollars, it's another in Crosley's long line of distinguished contributions to the broadcasting

has been analyzed so well in the report of this committee dated Nov. 1, 1958, that it would be redundant to repeat it here.

"The history of the automobile prices shows constant increases in the face of falling demands, with Ford going up in price when General Motors raises its price," he said. #

Murphy 'Sports Illustrated' Publisher; Phillips Promoted

Arthur Murphy, now associate publisher and general manager of *Sports Illustrated*, will become publisher of the weekly on May 1, when Harry H. S. Phillips Jr. becomes assistant to Howard Black, exec vp of Time Inc. Mr. Phillips has been publisher of *SI* since its founding in 1954. Mr. Murphy started with Time Inc. in 1937, serving with *Life*, *Fortune* and the March of Time division. In 1945 he was named business manager of *Life;* in '47 he became general manager. He moved to *Sports Illustrated* as associate publisher in 1957.

Mr. Phillips worked for N. W. Ayer & Son beginning in 1923. He switched to *The New Yorker* later and left that magazine in 1936 to join Time Inc., where he was on the sales staffs of *Time* and *Life*. He was advertising director of *Time* before he was named publisher of *Sports Illustrated*.

King Publications Names 2

King Publications, San Francisco, has appointed Vaughn K. Dissette eastern manager of *Western Industry* and Joseph R. Mayner eastern manager of *Western Construction*. Mr. Mayner's territory will include New England, New York, New Jersey, Pennsylvania, Delaware and eastern Michigan. Mr. Dissette's area includes all of the eastern U. S.

Heifetz Appoints Weintraub

Heifetz Pickling Co., St. Louis, has named Weintraub & Associates to handle its advertising. Hirsch, Tamm & Ullman previously had the account.

REFLECTORIZED—*Reflectorized for bright visibility at night are 1,000 Pennzoil motor oil outdoor displays being erected in 37 states. Scotchlite brand reflective sheeting on each display reflects the full shape, color and legend of the sign at night.*

Color TV Costs Too Much, Isn't Shown Enough, Study Finds

PHILADELPHIA, April 21—The high cost of a color television receiver is by far the main reason why people do not purchase color tv sets, according to a study conducted in the Philadelphia area.

This reason was given by 44% of the people who were interviewed in a survey by Karl H. Stein, assistant professor of marketing at Temple University's school of business and public administration.

Writing in the university's "Economics & Business Bulletin" for March, Mr. Stein said that the reason next most frequently given (12%) was not enough hours of color programming.

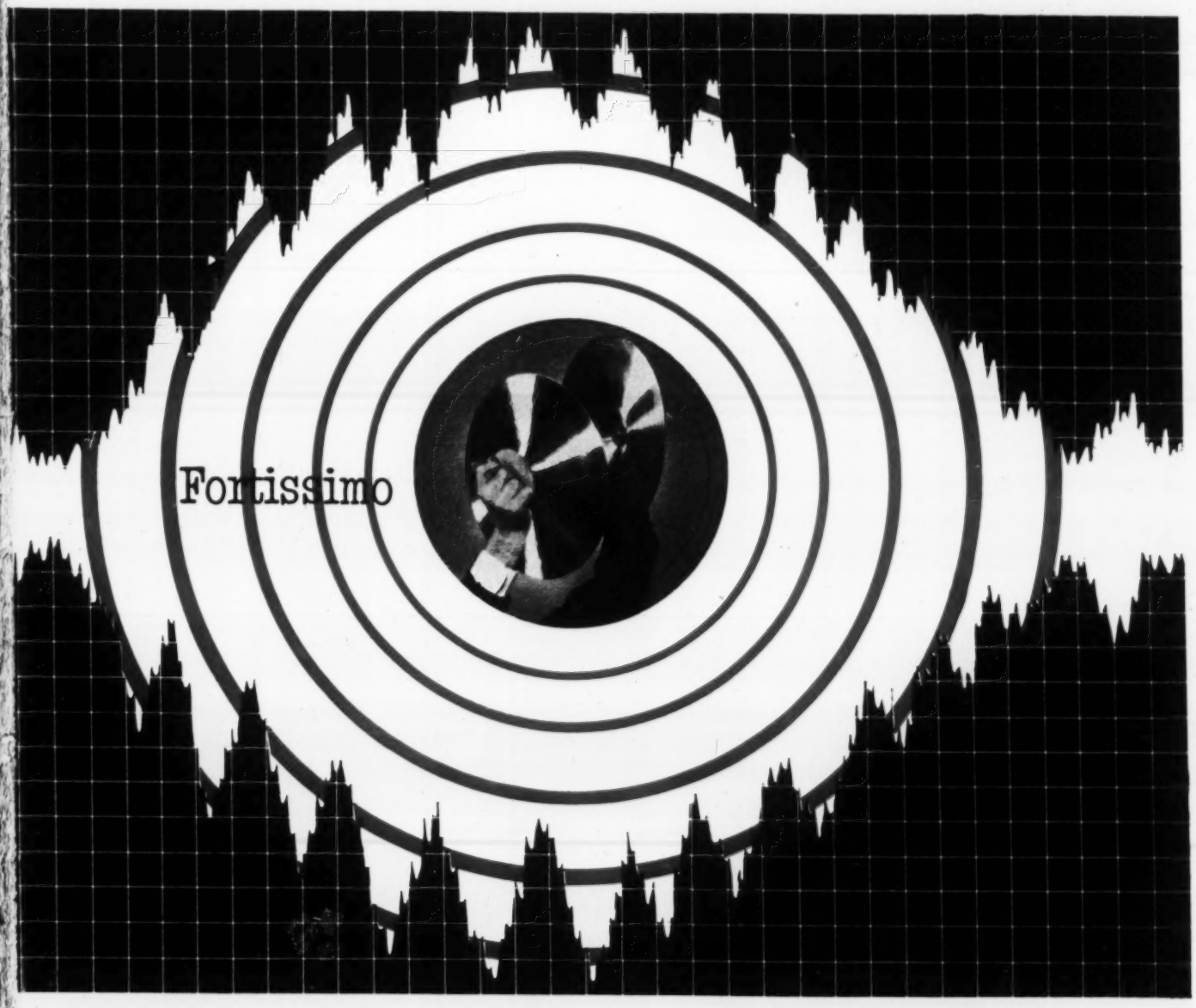
Those complaining that color sets were too expensive were asked how much they would be willing to pay for one, and the answers averaged out to $237.30. At the time of the survey, the lowest priced RCA Victor color set retailed at a list price of $495.

Only 10% of all persons interviewed owned color sets, Mr. Stein said, but 73.4% had seen a color tv program one or more times. More than two-thirds of those who indicated exposure more than a dozen times were present owners of color tv.

■ "The fact that 26.6% of all respondents had never seen color tv indicates that promotion of the medium by demonstration has not yet reached a sizable number of people," he said. #

Seven-Up Dropping 'Zorro'

Seven-Up Co., St. Louis, will not renew its sponsorship of "Zorro" (ABC-TV) when its present contract expires Oct. 1. The advertiser said that, although it considers "Zorro" "a highly successful tv venture," it believes "the law of diminishing returns would become effective" if it continued the show. J. Walter Thompson Co., Chicago, handles the account.



..world's highest fidelity radio station
–with audience among top 10 in America!

industry, and provides finest commercial clarity for advertisers' commercials!
And it's another crescendo for "subscribers."
Call your WLW representative . . . you'll be glad you did!

Network Affiliations: NBC, ABC.
Sales Offices: New York, Cincinnati, Chicago, Cleveland
Sales Representatives: Tracy Moore & Associates—Los Angeles, San Francisco; Bomar Lowrance & Associates, Inc.—Atlanta, Dallas
Crosley Broadcasting Corporation

WLW world's highest fidelity station

Nation's top advertisers send Parents' Magazine's first-6-months ad revenue to all-time high!
$3,228,099
a 7% GAIN
over 1958
We had a good year in 1958, too!
Parents'
MAGAZINE & FAMILY HOME GUIDE
1,800,000 Circulation

Prudential Names Nelson

Leonard Nelson has been named advertising and sales promotion manager of the western home office of Prudential Insurance Co., Los Angeles. He formerly was an advertising and sales promotion consultant to the company.

Chartmakers Holds Meetings

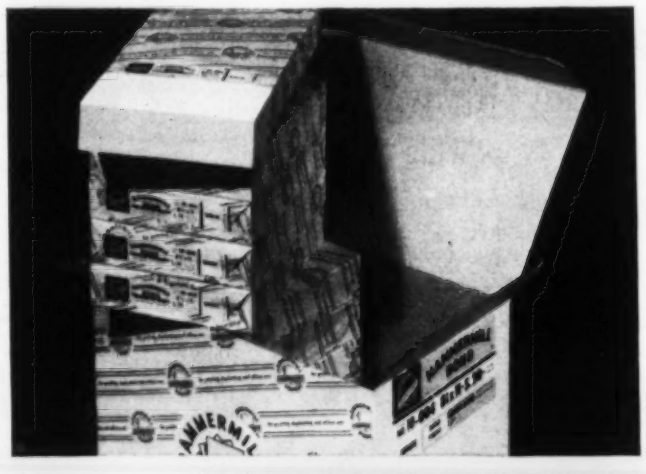
Chartmakers Inc., New York, is holding a series of educational meetings on communications as an industry service. Free tickets may be secured by writing Chartmakers Inc., Dept. B, 480 Lexington Ave., New York.

The Bull Pen ROOM
Announcing . . . the New BULL PEN ROOM
• The Four Sixty-Five's BULL PEN is dedicated to the advertising, newspaper, radio and television industries.
•
We feature: Generous martinis and other fine beverages, large steaks and wonderful seafood dinners. Service to meet the tightest deadline.
• Rooms for Private Parties
• specialize in dinners
465 Lexington Restaurant LEXINGTON AVE., BET. 45th AND 46th ST., N.Y.

REMEMBER ON MEMORIAL DAY—*This is the Memorial Day ad which Owens-Illinois Glass Co. is running in the May 26 issue of Look as the first in a series of three color spreads promoting the sale of beer in no-deposit bottles during 1959. The other beer ads will appear in the Independence Day issue of Life and the Labor Day issue of The Saturday Evening Post.*

FACTORY FRESH

ALL HAMMERMILL GRAPHICOPY® PAPERS are cartoned to protect them against damage, packed and ream wrapped to preserve their balanced moisture content. They remain free from curl, run without a hitch.

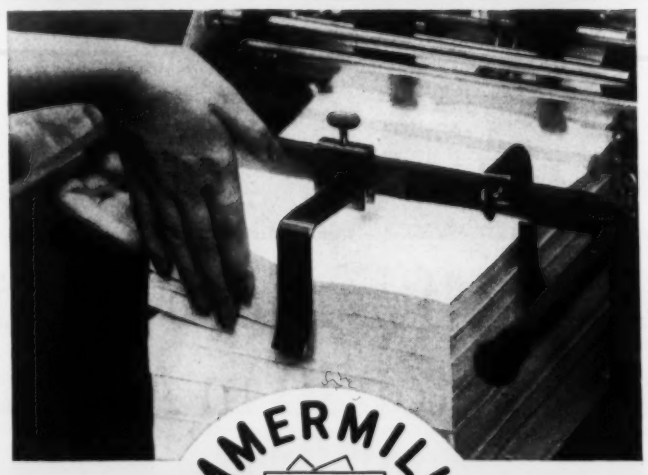


SQUARE CUT

ACCURATELY CUT 8½ by 11 and 8½ by 14 Graphicopy Papers let you run fast without paper misfeeding or jamming. Hammermill Graphicopy Papers are specially designed for office duplicating and printing.

FOR TOP PERFORMANCE

FOR ALL YOUR OFFICE PRINTING and duplicating equipment, get Hammermill Graphicopy Papers. Ask your Hammermill supplier for your free Graphicopy Paper Selection Guide. There are 200 items in 19 different grades of paper. Order by number—with one phone call.



HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

HAMMERMILL GRAPHICOPY PAPERS®

Department Store Ad Readers at High in March: Sindlinger

RIDLEY PARK, PA., April 21—Two national alltime newspaper records were broken in March, according to Sindlinger & Co. Inc., business analyst. One was in department store ad readership.

The first record was the average daily readership of newspapers throughout the country, which reached the high of 107,000,000, representing 84.5% of the U.S. population, 12 years of age and older.

"This was 4,100,000 or 4% greater than average daily readership for March, 1958," said Albert E. Sindlinger, president.

The high week for March was that of the 26th when the number of average daily readers rose to 107,959 or 85.3% of the population.

■ The second March record was in the number of people who read newspaper department store advertising during pre-Easter week. During the week ending March 28, Mr. Sindlinger reports, average daily department store advertising readership was 76,900,000, representing 71% of all newspaper readers. Female department store advertising readership represented 86.7% of all female readers.

"The gain in department store advertising average daily readership," said Mr. Sindlinger, "for the pre-Easter week this year was 13.8 million or 22% over last year. For average daily department store advertising readership for the pre-Easter seven days ending April 5, 1958, it was 63.1 million."

The Sindlinger studies that week showed that 27% more people throughout the nation went shopping pre-Easter week this year than last. #

Armour Names Five to Exec Posts in Grocery Products Unit

Armour & Co., Chicago, has made five managerial appointments in its new grocery products division. A. W. Jones, formerly Dial soap brand manager, has been named assistant to the advertising and merchandising manager, David L. Duensing.

A. W. Jones

Four new brand managers are M. D. Keil, Dial soap and shampoo; P. D. Beece, Dash dog food; G. E. Banks, canned meats, and D. J. Shaughnessy, Chiffon liquid detergent. All four have been with Armour for some time.

Currier Joins Stamper

Frank W. Currier has joined the banquet division of F. M. Stamper Co., St. Louis, as merchandising director of the company's frozen food line. He formerly was a partner in the E. G. James Co., Chicago beef and provision broker.

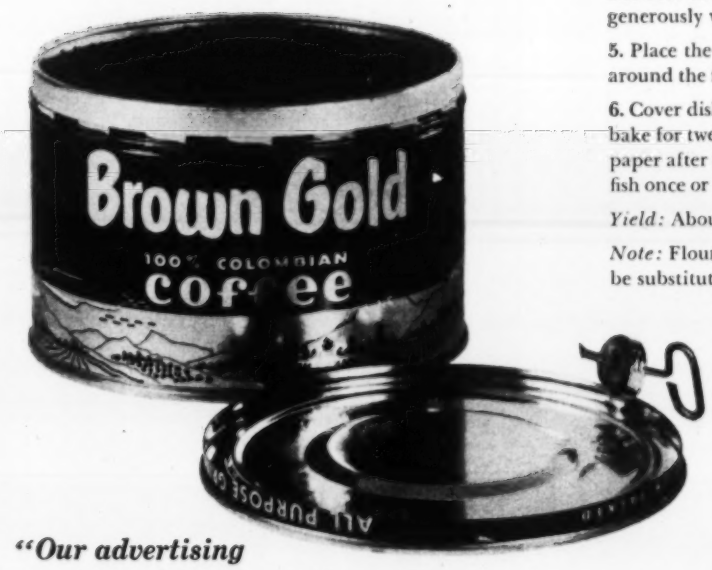
WEAR-TV, Pensacola, Sold

WEAR-TV, Pensacola, Fla., has been sold by Gulfport Broadcasting Co. to Rollins Broadcasting, Wilmington, Del., for an estimated $1,500,000. The sale is subject to approval by the Federal Communications Commission.

Ampex Audio Names Agency

Ampex Audio Inc., Sunnyvale, Cal., subsidiary of Ampex Corp., which makes a line of tape recorders and home music systems, has named Lawrence & Ramberg, Palo Alto, to handle its advertising, effective May 1.

inside The New York Times Magazine



***"Our advertising** in The New York Times Magazine ...is heavily responsible for the enthusiasm the public has shown for our new Brown Gold Coffee... it has helped pave the way for first-rate retailer and distributor cooperation."... Frederick R. Kohn, president, Andes Coffee Company, New York.*

Stuffed Pompano in Vermouth, from Craig Claiborne's Food Page, The New York Times Magazine

6 mushrooms sliced thin and cooked in a little butter
1 lobster tail, cooked
1 tablespoon minced parsley
½ cup soft bread crumbs
1 garlic clove, crushed
¼ teaspoon salt
Freshly ground black pepper
1 three or four-pound pompano
1 medium onion, sliced
Olive oil
½ cup dry vermouth.

1. Preheat oven to moderate (375 degrees F).

2. Combine half of the mushrooms with the lobster meat broken in small pieces, parsley, bread crumbs, garlic, salt and pepper.

3. Stuff the pompano with the mixture and sew up.

4. Sauté the onion in about two tablespoons of oil and place in the bottom of a shallow casserole. Place stuffed fish over the onion. Brush the fish generously with olive oil.

5. Place the remainder of the mushrooms around the fish and cover with dry vermouth.

6. Cover dish lightly with waxed paper and bake for twenty-five to thirty minutes, removing paper after fifteen minutes. Baste fish once or twice with the vermouth mixture.

Yield: About six servings.

Note: Flounder, bluefish or sole may be substituted for the pompano.

"Seabrook Farms' campaign in The New York Times Magazine has helped get distribution in some of the nation's major chains. Neighborhood store managers are enthusiastic about the impact the ads have on their own customers."... Leo Greenland, president, Smith/Greenland, advertising agency for Seabrook Farms.

News about food makes this a magazine women read avidly every week. Retailer-consumer impact makes this a magazine food advertisers use most profitably the year round. Distributed exclusively every Sunday with The New York Times, America's biggest Sunday newspaper salesman, into 1,300,000 homes and stores the country over.

NEW SMIRNOFF CAMPAIGN—*In May, Heublein Inc., maker of Smirnoff vodka, will launch a new campaign featuring celebrities and a number of drinks that can be made with vodka. Media include Holiday, Life and The New Yorker. Lawrence C. Gumbinner Advertising Agency handles the account.*

Mail Ad's Best Use: Inducing Immediate Buy

It's Less Effective in Bringing New Prospects into Market, Garvin Says

KANSAS CITY, April 21—In mail order one seldom hears of cost per 1,000 or readership studies, because these measurement tools are valuable when bringing masses of people into the market generally, or when establishing brand preferences.

But when it comes to moving prospects to action, you think of yardsticks of "cost per response" and "cost per sale."

That's what Charles E. Garvin, group head, direct mail, J. Walter Thompson Co., told the direct mail and advertising clubs of Kansas City here last week.

Mr. Garvin went on to say that direct mail may well be—along with mail order—the most nearly scientific approach to advertising. He summed up like this:

Direct mail helps to step up volume of immediate sales, because it can precipitate a maximum consumer response in a minimum period of time.

Its effect can be measured in sales.

And its profitability can be figured in dollars and cents, even in advance of national use, through tests which can define cause and effect.

■ He said his points assumed proper use of direct mail—(1) that direct mail is employed to reach a far higher concentration of prospects per 1,000 than can be reached with other media; (2) that there is enough circulation to make the effort worth while; (3) that full advantage is taken of the personal nature of direct mail and (4) that advantage is taken of direct mail's flexibility of format.

Mr. Garvin said direct mail doesn't operate in a vacuum and must be fitted in with other advertising activity. He quoted JWT's president, Norman Strouse, on its place: "It seems to us that the first step in the right direction is to eliminate the concept of segregation, and include direct mail as a normal part of the budget—not something that is handled separately and afterwards."

Mr. Garvin explained Thompson's view of direct mail like this:

• 1. "We do not believe that direct mail can be efficiently used solely to bring people into the market for a product or service."

• 2. "We believe that it can be used to go after those concentrated groups of prospects who are known to be reasonably close to purchase, to spell out in detail the specific differences and superiorities of our advertisers' products."

• 3. "We believe direct mail usage comes into fuller flower when it is profitably used to move a maximum number of prospects to buying action within the shortest period of time."

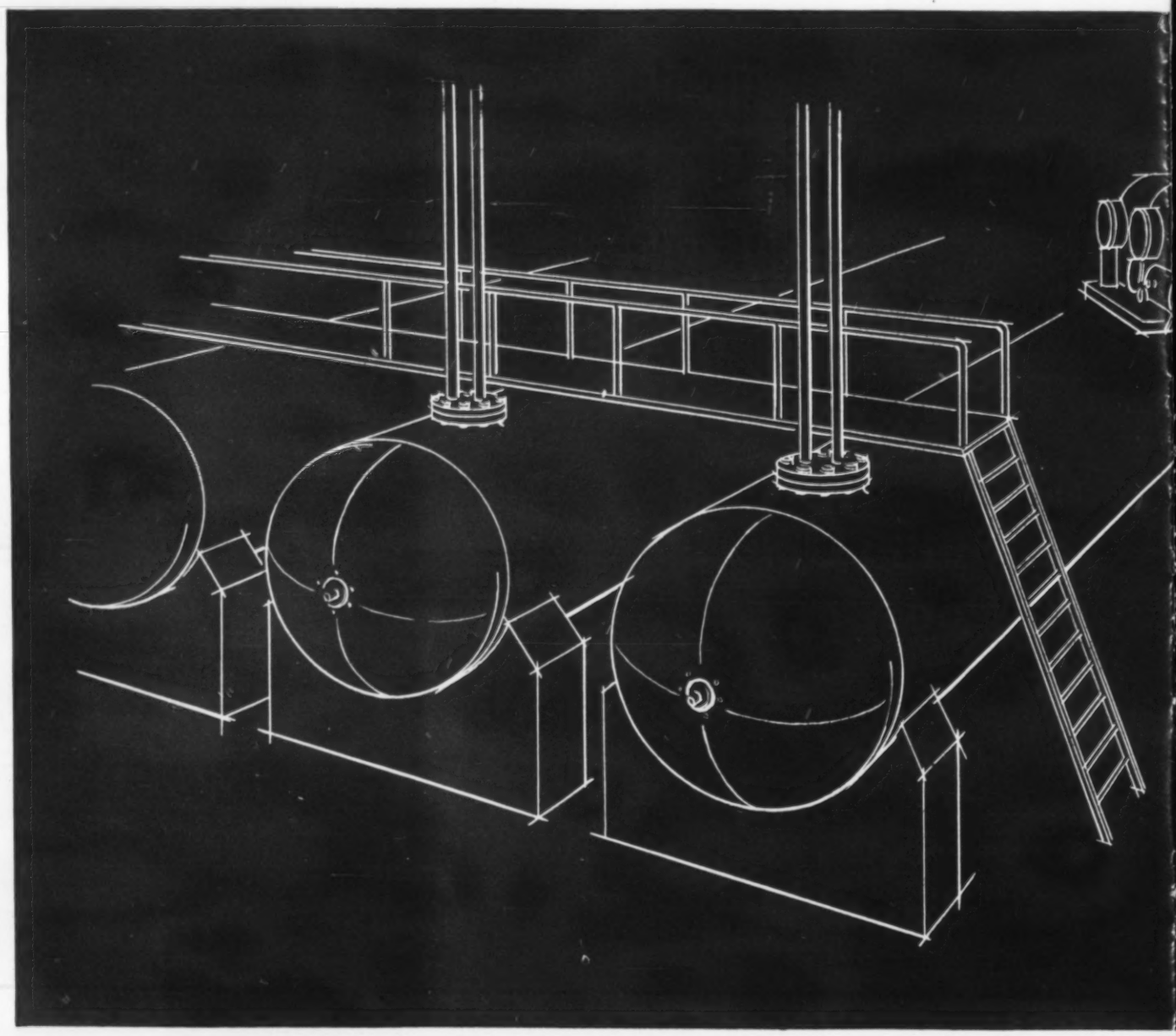
• 4. "We believe that direct mail reaches its peak of efficiency when No. 2 and No. 3 are combined—when it performs the dual job of specialized selling and precipitating sales action." #

Sohio Couponing Air Spray

Standard Oil Co. (Ohio) in April and May will send its credit card customers coupons worth 10¢ off on the purchase of Sohio Air Spray room deodorant. A second coupon will go into the mails in May and June allowing 20¢ off on the purchase of any two of Sohio's four auto cleaning products—Sohio auto polish, Sohio rapid car wash, Sohio white tire cleaner and Sohio tar remover. Other similar couponing will be used later.

McDonald's to Use Outdoor

McDonald's System Inc., Chicago drive-in restaurant chain, will launch an outdoor advertising campaign for its more than 100 franchised units in 19 states. A series of four 24-sheet posters for the initial uniform postings has been designed to begin the campaign. Shrout Agency, Morton Grove, Ill., is handling the drive, the first uniform outdoor campaign for a drive-in chain, according to McDonald's.



Gives readers accurate, up-to-the-minute technical, management and marketing information. Goes to men engaged in the sale and distribution of LP gas and the appliances and equipment necessary for its use. Since 1931, BPN has been known as "headquarters for LP gas information."

Gives advertisers audited circulation of more than 15,000 in some 11,600 liquefied petroleum gas plants. BPN reaches every known bulk plant, plus all known full-time bottled gas dealers.

Butane-Propane News is published by Chilton, one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience and resources to make each of 17 publications outstanding in its field.

In keeping with Chilton policy, the staff of Butane-Propane News devotes full time to the publication, with the dual aim of editorial excellence and highly selective circulation. The result is a magazine *designed to sell* the entire liquefied petroleum gas industry.

Budweiser Will Repeat 'Pick a Pair' Campaign

Anheuser-Busch, St. Louis, will run its second "Pick a pair" campaign to promote twin sales of Budweiser six-packs. Dealers were given details in May issues of national, state and regional trade publications.

Consumer advertising will begin with radio and tv commercials and outdoor showings the last week in May. Magazine ads will run in *Ebony, Holiday, Life, Look, Newsweek, Sports Illustrated* and *Time*. *The American Weekly* and *Parade* supplements are also on the schedule, and point of purchase material is available to retailers. D'Arcy Advertising Co., St. Louis, is the agency.

Benchley Named VP

Robert Benchley Jr. has been appointed vp and sales manager of Einson-Freeman Co., Long Island City, N. Y., lithographer. He will continue his duties as chairman of the company's creative plans board. Mr. Benchley, a son of the late Robert Benchley, author, columnist and movie actor, has been with the Einson-Freeman organization 14 years.

DeMello Rejoins Vance Fawcett

Jack DeMello has rejoined Vance Fawcett Associates, Honolulu, as vp for radio and television. For the past year, Mr. DeMello has been general manager of KFOX, Los Angeles and Long Beach, Cal.

Schulze & Burch to Maxon

Schulze & Burch Biscuit Co., Chicago, has appointed Maxon Inc., Chicago, to handle its advertising, effective June 1. Maxon succeeds Roche, Rickerd & Cleary on the account.

'Electric Light' Names Griffin

Philip S. Griffin, previously Chicago manager of *Electrical Manufacturing*, has been named western manager of *Electric Light & Power*.

Social Research Unit to Test Ad Communication

CHICAGO, April 21—A new research organization devoted to the measurement of the effectiveness of advertising has been established by Burleigh B. Gardner, executive director of Social Research Inc., which conducts motivation research.

The new organization, the Institute for Advertising Research, will operate in "close affiliation" with Social Research and will be under the direction of James Witherall, coordinator of advertising evaluation for Social Research. Mr. Gardner will be senior consultant.

■ Mr. Witherall was a vp of Russel M. Seeds Co. (now Keyes, Madden & Jones) for 16 years before he joined Mr. Gardner two years ago.

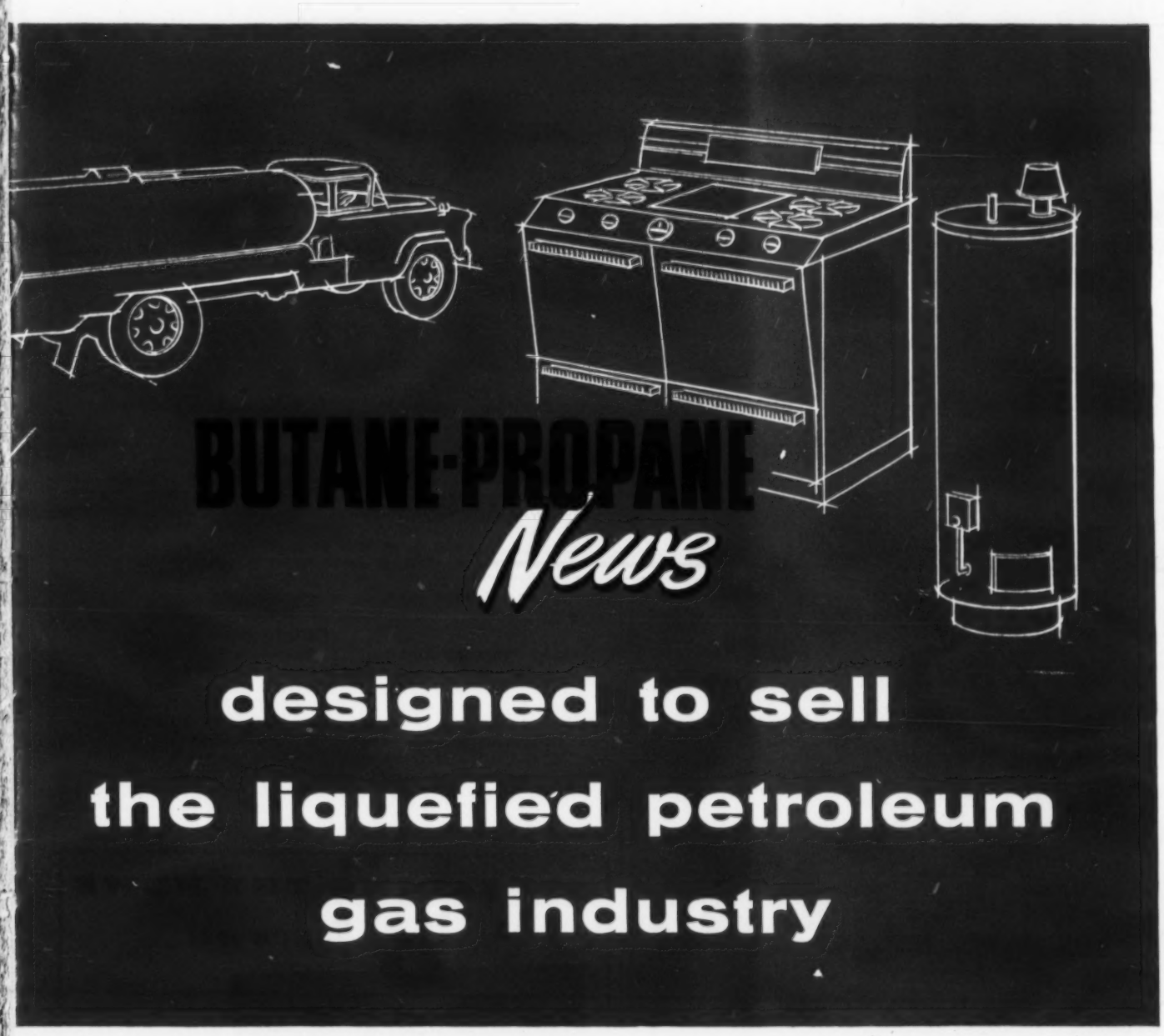
Using research methods developed by Social Research, Mr. Gardner said, the new organization is designed to tell:

1. "What a given advertisement or tv commercial communicates to an audience, whether that communication is effective and, following directly on these conclusions, to provide suggestions as to how that communication can be improved.

2. "What impact a total advertising campaign has on the mind of the public, and how effective the total communication has been in influencing sales.

■ "In time," Mr. Gardner said, "we plan to be able to help judge how and where advertising dollars can best be spent in order to create the desired impact on the market." He added that "research into the correlation between effective communication and budgeting of advertising expenditures is still in its initial stages."

The Institute for Advertising Research is at 145 E. Ohio St., Chicago. #



Chilton COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pennsylvania

PUBLISHER OF: Department Store Economist • The Iron Age • The Spectator • Automotive Industries • Gas Hardware Age • Boot and Shoe Recorder • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone Aircraft and Missiles Manufacturing • Optical Journal & Review of Optometry • Distribution Age • Hardware World Motor Age • Commercial Car Journal • Product Design & Development • Business, Technical and Educational Books

MR. MANUFACTURER:
Is your competition selling to the Negro?
They probably are . . . whether you know it or not. America's 17 million Negroes with money to spend on top quality products are now an important segment of the market for any product. The Negro population is located in the "central city" areas of your major markets.
Interesting, exciting, picture-packed EBONY magazine completely dominates the Negro market. With this one powerful advertising medium, you can get your selling message across to America's Negroes in higher-paid occupations who have real purchasing power.
Call our nearest office for a special showing of our new, color-slide visual.
NEW YORK 36 - 55 W. 42nd ST. LONGACRE 4-0776
CHICAGO 16 - 1820 S. MICHIGAN AVE. CALUMET 5-1000
LOS ANGELES 17 - 1127 WILSHIRE BLVD. HUNTLEY 2-5472
EBONY
THE MOST POWERFUL SELLING FORCE IN THE NEGRO MARKET

'Reader's Digest' Gets New Offset Press in Sweden

Beginning this summer the Swedish edition of the *Reader's Digest* will be printed on a new five-color rotary offset press now being installed in Helsingborg. As a result, premium rates for bleed and two-color advertising will be eliminated, color advertising will be accepted anywhere in the edition, calendered glossy stock will be used, metal stitching will be eliminated—and there will be a slight increase in advertising rates.

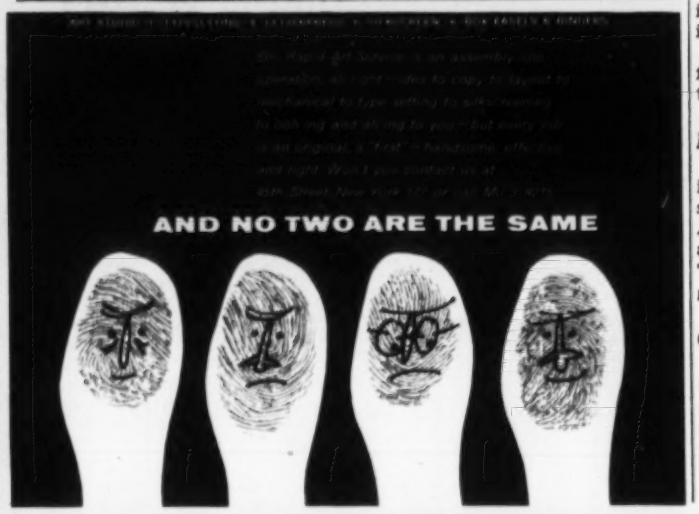
The b&w page rate moves up from $650 to $700, effective with the September issue.

Norton Joins Fisher Agency

Mortimer Norton, writer on fishing, camping, boating and outdoor sports subjects, has joined Fisher Advertising Agency, Towanda, Pa., as a copywriter and consultant. The agency specializes on sports goods accounts.

Green Giant Promotes Two

Jack J. Mullowney, formerly director of advertising of Green Giant Co., Le Sueur, Minn., has been named director of sales of the company. Lyle Polsfuss has been promoted from advertising manager to director of advertising.



FIRST AND LATEST—*Bacardi Imports Inc., New York, which claims to have been the first to use a woman in a four-color liquor ad, with the offer of a new cook book, back in June, 1956, in Life, will break a new series this June in Ebony, and perhaps other publications later, featuring life-size heads. Brooke, Smith, French & Dorrance is the agency.*

Milton Oil Names Block

Milton Oil Co., St. Louis, has appointed Frank Block Associates, St. Louis, to handle advertising for a new product, MP gasoline, which the agency says is the nation's first green-colored gasoline. Test campaigns will begin in the Springfield, Mo., area, and will later be expanded to cover the entire Missouri-Illinois market area. MP gas will be sold exclusively at Savex stations.

Chevrolet Promotes Dorn

L. C. Dorn, a 24-year veteran of Chevrolet's sales promotion operations, has been named assistant national ad manager of the Chevrolet division of General Motors Corp. He succeeds Jack Izard, who has been appointed manager of Chevrolet's operations in Peoria, Ill.

Tidy House Names Leekley

Philip A. Leekley, for the past three years Kleenex table napkins brand manager with Kimberly-Clark Corp., Neenah, Wis., has been appointed director of advertising of Tidy House Products Co., Shenandoah, Ia., household cleaner manufacturer. Jesse E. Lehman, former Tidy House ad director, joined Cunningham & Walsh last December (AA, Dec. 1).

Kenyon Adds 'Euromart'

Euromarket Publications, London, publisher of the new monthly economic review, *Euromart*, has appointed Robert T. Kenyon Co., New York, its exclusive advertising representative in the U.S. and Canada. Called "Europe's first international business magazine," *Euromart* is published in English, French and German editions.

Put your salesman where he can reach the largest number of potential customers, the 3 million plus people with over 4 billion dollars to spend who live in the 75 county WSJS market.

NBC AFFILIATE for *Winston-Salem, Greensboro, High Point*

Call Headley-Reed

SPREADING THE NEWS

SINCE 1922

by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

did you know that

...95% of the nation's young homemakers listen to Radio each week.
12,000,000 of these young homemakers listen more than 16 hours each week.
Just one more reason why

Spot Radio is such a powerful sales-maker.

KOB ..... Albuquerque	WINZ ..... Miami	KCRA ..... Sacramento
WSB ..... Atlanta	WISN ..... Milwaukee	WOAI ..... San Antonio
WGN ..... Chicago	KSTP .... Minneapolis–St. Paul	KFMB ..... San Diego
WFAA .....Dallas–Ft. Worth	WTAR ..... Norfolk	KOBY ..... San Francisco
KOSI ..... Denver	KFAB ..... Omaha	KMA ..... Shenandoah
WANE ..... Fort Wayne	WIP ..... Philadelphia	WNDU ..... South Bend
KPRC ..... Houston	KPOJ ..... Portland	KREM ..... Spokane
WISH ..... Indianapolis	WJAR ..... Providence	WGTO ..... Tampa-Orlando
KARK ..... Little Rock	WRNL ..... Richmond	KVOO ..... Tulsa

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Information for Advertisers

"Welcome Alaska Market," a 16-page reprint from the February issue of **Hardware World**, 1355 Market St., San Francisco 3, gives a general marketing picture of the "12th western state." It also contains a section on wholesaling in Alaska, written by persons who have worked with the Alaskan market for many years. Copies are free on request.

• "Hints on Better Letters" is a pocket-size booklet containing 48 short, to-the-point suggestions for improving letters. Single copies are 10¢ if requested on business letterhead. Originally produced by Graphic Service, a direct mail agency, for its clients, it is now available from **Y&Y Publishing**, 349 W. First St., Dayton 2.

• **The American Legion Magazine** has available 22 fact sheets and charts showing dollar volume by city size for food stores; eating-drinking places; drinking places; drug stores; furniture-home furnishings stores; shoe stores; household appliances, radio-tv stores; tires-battery-accessory dealers; lumber-building materials-hardware stores; liquor stores; jewelry stores, and department stores. Sheets on any one of these topics are obtainable free by writing to William M. DeVitalis, *The American Legion Magazine*, 720 Fifth Ave., New York 19.

• **Armed Forces Management** has two sets of data sheets available: One showing the Department of Defense budget for 1955-60; the other a complete list of congressmen on committees dealing with the Department of Defense. Copies are available from Arthur J. Newfield, director of marketing, *Armed Forces Management*, 1001 Vermont Ave., N. W., Washington 5.

• Helpful information on selection of the proper corrugated packaging for a new or existing product is detailed in the completely revised edition of "How To Pack It," available from **Hinde & Dauch**, Sandusky, O.

• Publication of a new brochure describing how Remington Rand Univac data processing methods can streamline operations and facilitate expansion for advertising agencies has just been released by the **Remington Rand** division of Sperry Rand Corp. According to the brochure, the Univac 60 or 120 Computer make possible the automatic processing of voluminous amounts of paperwork, including estimates and insertion orders, mechanical production, radio and television spot estimates, billing and paying and cost accounting. A copy of this brochure, U1524, can be obtained at any Remington Rand branch office or by writing to the company at 315 Fourth Ave., New York 10.

• Five brochures on direct mail advertising are available without charge from **R. L. Polk & Co.** The texts are: "What We Expect Our Advertising Agency to Do for Us in Direct Mail," by Frank J. McGinnis, truck advertising manager, Ford division; "Creativity in Direct Mail," Ferd Ziegler, vp, McCann-Erickson; "The Place for Direct Mail in the Advertising Agency," Paul John, director and coordinator, direct mail department, Campbell-Ewald; "The Power of Personal Communication," C. Norman Fry, vp, national sales, direct mail divisions, R. L. Polk, and "Three Laws of Buying Behavior," H. H. Geddes, research director, direct mail division, R. L. Polk. The complete set or individual brochures may be had by writing to the direct mail division, R. L. Polk & Co., 431 Howard St., Detroit 31.

• A report that lists leading U. S. rack jobbers, gives their locations and identifies the lines they deal in and the stores they serve has just been issued by the marketing division of **The American Weekly**. The report covers 300 rack jobbers out of an estimated 800 now servicing supermarkets with health and beauty aids, housewares, toys, stationery, records, soft goods, pet supplies and miscellaneous non-foods. Titled "300 Rack Jobbers," and the third of a series of reports, the report may be obtained from the publication, at 575 Lexington Ave., New York 22.

• More American vacationers are setting their sights on overseas horizons, according to a survey made by **Newsweek**. Entitled "The *Newsweek* Continuing Survey of Consumer Buying Plans—the Vacation-Travel Market," it is available from Andrew Cullen, director of research, *Newsweek*, 152 W. 42nd St., New York.

• Imported products are finding ready customers today in the U. S. Moreover, present buying patterns in the U. S. hold the promise of even greater sales opportunities for those foreign business men who are willing to enter the U. S. market aggressively and well prepared. Titled "Imported—the Big Advantage in the U. S. A.," copies are available from the **New York Times**.

• Teen age girls going back to school and off to college spent $837,028,700 on apparel alone during September and October, 1958, reports **Seventeen** in two new surveys, "The High School Story" and "The College Freshman Story." Copies of both surveys are available on request from Aaron Cohen, research director, *Seventeen*, 488 Madison Ave., New York 22.

• A nationwide survey of reading and buying habits of military personnel and their families, commissioned by **Army Times Publishing Co.**, has just been completed. Copies are available on request to A. S. Waldo, vp, Army Times Publishing Co. 41 E. 42nd St., New York.

• The research library, research department, **Curtis Publishing Co.**, Philadelphia 5, has available free, on request, as long as copies last, the following surveys: "Household Food Purchases," "The Profitable Market for Consumers' Goods," "World Travel & Its Relation to Trade," "State, Area & Community Advertising & Promotional Expenditures for the Fiscal Year 1958-1959," and "A Survey About Sewing & Needlework."

• A "Starch Surveyor," a slide-rule device, is being offered by **Living for Young Homemakers**.

WANTED — MERCHANDISER

To head up a complete line of products in Advertising Department of the fastest moving full line farm equipment manufacturer in the business. To be responsible for promoting those products with literature and, through knowledge of product and application, be capable of offering realistic marketing recommendations. This man (under 30) must know farm machinery and its application . . . must understand engineering detail and be able to translate it into consumer benefits . . . must be experienced in rough layout . . . and be able to sit down at a typewriter and turn out highly factual selling copy. Send complete details of education and experience, including samples of work and salary expected. Box 508, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

newspapers **sell** goods

Bond Stores' 50 years of advertising proves newspapers are best-suited to move merchandise

This year Bond Stores, Inc., is celebrating its Golden Jubilee. It has much to celebrate. Since 1909, the company has grown from a single men's store in Columbus, Ohio, to a chain of 100 stores selling men's, women's and children's clothes in 24 states. To turn out the men's clothing it sells, several Bond-owned factories are kept working full time. Last year, 1958, Bond's volume exceeded $83,000,000.

For many years Bond has made and sold more men's clothing than any other clothier in the country. Significantly, it also has done more newspaper advertising: 12,000,000 lines last year!

In addition to this massive newspaper ad program, Bond's tremendous growth has been accelerated by a number of other vital factors: first, a consistently progressive management; second, aggressive merchandising; and last, an impressive number of "firsts" in its field.

For example, Advertising Director Sylvan King credits Bond with being the first popular-priced clothier to inaugurate a successful charge plan; first to operate its own factories to turn out all the men's clothing it sells; first (and still the only) popular-priced clothier to operate a factory in Rochester, N. Y.—manufacturing center for top quality men's clothing; and first to vigorously promote the two-trouser suit. These, plus other innovations, have resulted in sales leadership.

To maintain this leadership, Bond has had to move fast and change often. Change is a vital part of every business. Few, however, have witnessed the revolutionary changes that have taken place in the postwar men's clothing business.

New styles come and go faster than ever. The acceptance of new fabrics is widespread. The demand for suits of appropriate weights to match the climate or the season has spread across the country. All of these changes have added to the problems of the business.

According to President Barney Ruben, "There have been more changes in the men's clothing business in the last ten years than in all of the past 50 years. Everything's different . . . every thing but one! *The daily newspaper is still the most economical and effective way to make the cash register ring!*"

BOND, THE LEADING CLOTHIER IN SALES, IS ALSO THE LEADER IN NEWSPAPER LINAGE. AD DIRECTOR SYLVAN KING (LEFT), SHOWS FRANK KILCHESKI, BUREAU OF ADVERTISING'S CHAIN SALES MGR., A CURRENT BOND NEWSPAPER AD.

One peek shows how leading magazines in the home, women's service and weekly fields line up on such basic Starch statistics as income, median reader age, number of children, etc. Copies are available by writing the promotion department, *Living for Young Homemakers*, 575 Madison Ave., New York 22.

• Statistics released by the **Detroit News** indicate a definite strengthening of metropolitan Detroit's retail economy. In a special booklet, "1958 Retail Sales: A Preview of Census of Business," the newspaper reveals that a buying upsurge in the fourth quarter of 1958 came within 2.4% of the retail sales reported for the same period during 1957. The report is available from the promotion and research department of the newspaper.

• A free, illustrated booklet of design ideas for highway displays has been made available by **Minnesota Mining & Mfg. Co.**, (3M) Dept. K9-150, St. Paul 6. Called "Welcome & Watched For," the booklet emphasizes—with full-color photographs and art—five basic elements and their combined use in achieving outstanding highway displays. Theme and mood, legibility, color harmony proportion and simplicity are discussed and augmented with suggestions for those who work to give the motoring public "stopping and shopping" information around the clock. #

SSC&B Appoints Three; Names Two VPs

Three people have joined Sullivan, Stauffer, Colwell & Bayles, New York. Barry Blau, formerly with Huber Hoge & Sons, and Edwin Greenblatt, previously with Grey Advertising Agency, have joined the copy department. Byron Gibbs, previously with Johnson Roth Associates, joined the art department.

Sullivan, Stauffer also has elected Willard C. Mackey Jr. and Donald G. Gill, account executives, vps of the agency.

Kameny, PR Group Affiliate

Kameny Associates, New York, has signed an affiliation agreement with Pan American Public Relations Ltd., so that both advertising agency and pr company "will act as a single entity on behalf of mutual clients." Marvin Frank, formerly public relations director of Kameny, has moved over to Pan American as assistant to the president. There he will continue to service Kameny clients and aid in the supervision of others.

Orange-Crush Names Wanagas

Bernard Wanagas, formerly assistant ad manager of Beatrice Foods Co., Chicago, has been named ad production manager of Orange-Crush Co., Evanston, Ill.

Kellar Joins Jack Bain Co.

Frederick A. Kellar, formerly assistant to the president of Commanday-Roth Co., has joined the staff of Jack Bain Co., New York, publishers' representative.

Minkoff Fleischer Barash

GIFTED TRIO—*William R. Fleischer, president of Gift-Pax Inc., huddles with two other company principals, Harry Minkoff and Mitchell Barash, over their new Bridal-Pax setup.*

Bridal-Pax Is New Affiliate of Gift-Pax

NEW YORK, April 21—Gift-Pax Inc., New York, ten-year-old distributor of baby product samples to new mothers as a promotional service to manufacturers, has set up an affiliate, Bridal-Pax Inc., New York, to distribute household product samples to new brides.

Coverage of Bridal-Pax includes 150 markets. The current rate of distribution will reach about 500,000 brides a year, roughly one-third of the total of new marriages.

■ Being distributed in the packages are 15 nationally known products—food, drugs, cosmetics and soap items. The manufacturers include Procter & Gamble, Johnson & Johnson, Beech-Nut Life Savers, General Mills, General Foods, Best Foods and Bristol-Myers.

Gift-Pax has headquarters at 225 Lafayette St., New York 12. #

Relax 'A' Cushion Sets Budget

Relax 'A' Cushion Inc., Los Angeles manufacturer of home massage equipment, will spend more than $500,000 in the next 21 months, the bulk of it going for products of the company's Topper division. Trade publications will get $120,000 of the budget and direct mail and dealer aids will get another $100,000. The remainder will be split between consumer ads and cooperative ads in 20 to 30 key cities. Magna Advertising, Los Angeles, handles the account.

Walker Saussy Expands

Walker Saussy Advertising, New Orleans, has purchased Robert F. Anderson Co., Los Angeles, and will operate it as a West Coast branch office. Mr. Anderson will be vp in charge of the office. The staff will remain intact.

50 YEARS OF NEWSPAPER ADVERTISING

Although Bond is convinced that the newspaper is the most productive medium, it never stops trying to make its advertising even more productive. The company has learned many profitable lessons in 50 years.

For instance: To be most effective, advertising must be continuous and consistent.

Accordingly, each Bond store advertises in newspapers week-in, week-out throughout the year.

For best results, ads should dominate the newspaper page.

Bond believes that to be most productive an ad should be from 1200 to 900 lines, contain a large illustration and adequate, inviting white space.

And finally, all business is local—and so are daily newspapers.

Bond takes full advantage of the unique flexibility offered by newspapers. Local conditions and competition determine schedules and featured merchandise. In each market the problems are different, preferences are different, pay days are different – and, thanks to the flexibility of newspapers, Bond advertising strategy is different!

There is one element in Bond advertising that never varies, regardless of climate, competition or geographic consumer differences: *the theme*. In every market, in every season, every ad hammers home the fact that at Bond you save on high quality clothing. The reason why is explained in Bond's current ads: "Because Bond makes and sells more clothes than any other clothier – you save more."

90% IN NEWSPAPERS

This newspaper advertising formula has worked so well for Bond that 90 per cent of its advertising budget goes into newspapers every year. This year is no exception.

In 1959, Bond expects to open several large stores in giant shopping centers. Each will be launched with newspaper advertising. Each will build and maintain traffic with newspaper advertising. Each will advertise in newspapers week-in and week-out. And, judging from the record, each will be tremendously successful.

Advertising Director King says that "newspapers will continue to be the backbone of our advertising efforts until the day when someone comes up with a medium that can produce results – immediate and checkable results – as effectively and efficiently as daily newspapers. This hasn't happened in the past 50 years – and probably won't for the next 50 years."

If, like Bond Stores, you have a product or service to sell, whether you sell it in one market or one hundred, you'll sell more through daily newspapers.

THE TOTAL SELLING MEDIUM IS THE DAILY NEWSPAPER

Who says all Rochester tailored suits must be expensive?
Look at the difference at Bond's you get ② trousers
and you pay no more than for other fine suits with only one pair
59.95 with 2 trousers
Bonds
1335 "F" Street, N. W.

BOND STORE'S SUCCESSFUL NEWSPAPER ADVERTISING CAMPAIGN FOLLOWS THREE FUNDAMENTAL RULES: WEEK-IN, WEEK-OUT CONTINUITY; MARKET-BY-MARKET FLEXIBILITY; AND ADS OF SUFFICIENT SIZE TO ASSURE PAGE DOMINANCE. ANOTHER CONSTANT, NEVER-CHANGING ELEMENT IN BOND NEWSPAPER ADS IS THE THEME: "BECAUSE BOND MAKES AND SELLS MORE THAN ANY OTHER CLOTHIER—YOU SAVE MORE!"

bureau of advertising, a.n.p.a.

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • DETROIT

WTRF-TV STORY BOARD

The young man started work as a stockroom boy. Within six months he was made a salesman. In another six months he was upped to sales manager, and shortly thereafter he was made general manager.

A few days later he was called in by the president of the firm, who explained he would retire soon and would turn the presidency over to the newcomer.

"Thanks," said the young man.

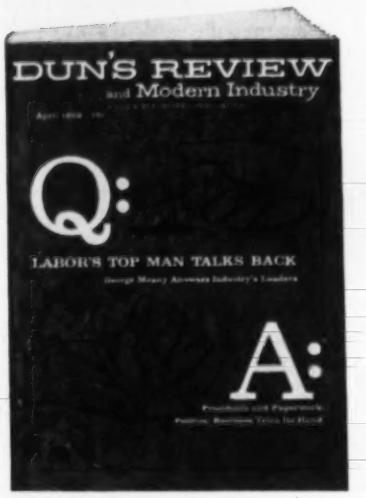
"Thanks!" growled the president. You've been with this firm only about a year. Is that all you can think of to say?"

"Well," said the young man. "Thanks a lot, Dad."

● Success admittedly comes easier when you know the right people, just as sales success comes easier when the right people know your product. There are nearly 2 million people with open eyes and ears for your product message in the WTRF-TV 39-county area . . . and their pocketbooks are open with a spendable income of $2½ billion annually. Ask the George P. Hollingbery people for the details.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

today as never before...
a magazine
that influences
management
decisions



...edited for the
age of the manager

Today as never before sound planning and operation are vital to the profits of a business.

In an era when growth and diversification put extraordinary pressure on management, DUN'S REVIEW and Modern Industry concentrates on keeping its management readers informed on the new and successful techniques and products which will help them manage their businesses better.

The strictly business climate of DUN'S REVIEW is the reason — month after month — more advertisers are investing more advertising dollars in this magazine of business management.

DUN'S
REVIEW
and Modern Industry

The magazine of Presidents
...and men who are going to be!

ABC

COMEBACK—*Following a survey which indicated that Brewster was gone but not forgotten by beer consumers, Goebel Brewing Co., Detroit, is reviving its mascot in ads this year, including outdoor posters and painted bulletins like this.*

Brewster the Rooster's Back in Ads for Goebel Beer

DETROIT, April 21—Brewster the rooster, which crowed for Goebel beer for more than a decade, only to be dropped from Goebel Brewing Co. advertising and sales promotion in 1955, is back in the picture by popular demand.

"Brewster's back" was the theme, as the company kicked off a greatly accelerated 1959 marketing plan recently at a meeting of distributors in Detroit. The rooster was first used as a symbol when the company introduced bantam bottles of beer in the late '30s. It was named Brewster in 1942.

Late last year Goebel surveyed customers in Detroit and elsewhere in Michigan, and in Toledo, on Brewster's popularity. The survey showed 100% of the people thought the rooster highly acceptable as a trade character and 90% still associated it with Goebel after a three-year absence.

■ Jack Graham, the brewer's director of advertising and sales promotion, says Brewster is to be featured in television commercials, outdoor boards, printed advertising and in tavern and store displays. The program will include 200,000 pieces of point of sale material for distributors. New plans call for stepped-up advertising in the Chicago market, including radio broadcasts of Chicago Cubs games, plus a special campaign to back a new distributorship in Indianapolis. #

Hansen Joins Controls Co.

Robert V. Hansen has been named marketing manager, vending machine controls, for Controls Co. of America, Schiller Park, Ill., manufacturer of controls for the vending, air conditioning, refrigeration and heating industries. He formerly was national sales manager of the vending division, Norris Dispensers, Minneapolis.

Emotions Govern Industrial Buyers' Decisions: 'Steel'

CLEVELAND, April 21—The industrial buyer is as beset with emotional complexes when he buys as is his consumer counterpart, and he is just as accessible to the emotional approach by a seller.

This is the over-all conclusion of a study done for *Steel* by Dr. F. Robert Shoaf of New York University as part of *Steel's* marketing workshop.

Here are the major findings of Dr. Shoaf's motivational study of the metalworking manager.

1. The industrial buyer is more human in his buying habits than industrial marketers realize.

2. While administrative, production, engineering and purchasing managers differ functionally, they all have common management interests.

3. Needs exist everywhere in industry, but industrial marketing is not doing a sufficiently creative job in changing them to wants.

4. To the extent products and services become more objectively alike, the buyers' final decisions are based more and more on emotional factors.

5. Your customers are your best prospects. #

Herman Joins Bing Agency

Louis G. Herman has joined Ralph Bing Advertising Co., Cleveland, as exec vp. Mr. Herman formerly operated his own direct mail promotion company, worked in the agency field, and has been ad manager of May Co. and other department stores.

NOW COLOR

Now Color
In
The Hartford Courant

THE HARTFORD COURANT is now printing color.

FIRST AGAIN, The Courant—the first newspaper in the Hartford market area to offer this added selling strength to advertisers.

DAILY COURANT CIRCULATION is running far ahead of all morning papers in New England outside of Boston, with a circulation over 108,000.

SUNDAY COURANT CIRCULATION is 30,000 ahead of all other Connecticut newspapers—morning, evening or Sunday—at over 151,000.

CONNECTICUT has America's highest family income. The Courant covers four busy prosperous counties. Courant color can help you sell this rich market.

The Hartford Courant

1 Color & Black

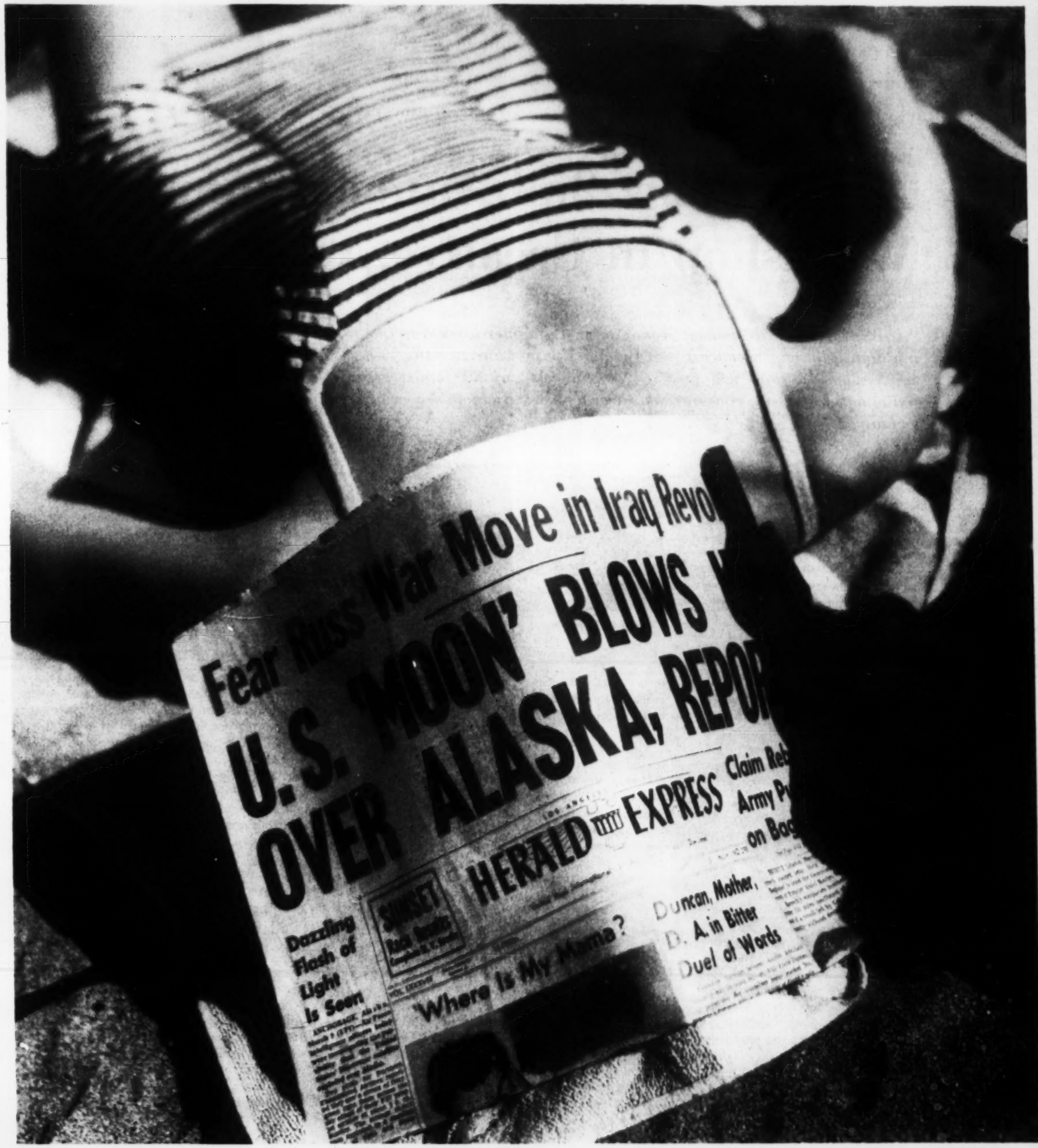
	Daily	Sunday
1 Page	$799	$1065
1500 Lines	565	750
1000 Lines	410	550

For non standard size, use black and white rates:

Daily: Plus $150 for 1 extra color on sizes under 1500 lines, and Plus $175 for sizes 1500 lines and larger.

Sunday: Plus $200 for 1 extra color on sizes under 1500 lines, and Plus $225 for sizes 1500 lines and larger.

Represented Nationally By Gilman, Nicholl & Ruthman


War Move in Iraq Revo
U.S. 'MOON' BLOWS
OVER ALASKA, REPOR
HERALD EXPRESS
Dazzling Flash of Light Is Seen
SUNSET
Where Is My Mama?
Duncan, Mother, D. A. in Bitter Duel of Words

. . . and night after night, the Herald-Express puts every other Western evening paper in the shade! (Which means it can put smart advertisers—like you—right in the sun!)

Largest evening circulation in the West's biggest and best market!
Represented nationally by Moloney, Regan & Schmitt, Inc.

LOS ANGELES HERALD-EXPRESS

Copywriters . . . Advertising managers . . . Radio and TV writers . . . Account executives . . . Art directors . . . Promotion managers . . . Copy group heads . . . General agency management executives . . . Marketing and research executives . . . Brand managers

Hooper White

Walter Weir

Announcing: 2nd Annual Summer Workshop in Creative Advertising

"Advertising Age" to sponsor second annual summer workshop in Creativity in Advertising—covering both print and broadcast—at Palmer House, Chicago, Aug. 5-8. Workshops not in any sense a convention—sessions will feature "all-star cast" of 29 famed creative advertising, television and radio authorities in a concentrated three-day postgraduate review of creative advertising methods and techniques.

The "Advertising Age" Summer Workshop on Creativity in Advertising is the answer to an important need of creative advertising people of all kinds for serious workshop sessions which are devoted exclusively to the creative aspects of advertising—both print and broadcast.

The workshop is in no sense a convention, nor is it designed to appeal to novices in advertising. It aims at satisfying the needs of experienced advertising practitioners and creative people who want:

1. An opportunity to review, critically and analytically, the outstanding consumer advertising, in both print and broadcast media, of the past year.
2. An opportunity to check on new techniques and new ideas in both print and broadcast which have not yet gained general currency, and to pick up the creative notions of acknowledged experts.
3. An opportunity to spend three uninterrupted days with other creative advertising practitioners from all sections of the country, and to swap ideas and suggestions with them.

Faculty Composed of Experts

The Creative Advertising Workshop is under the general supervision of S. R. Bernstein, editorial director of Advertising Age, and will be conducted under the personal direction of Dr. Steuart Henderson Britt.

Dr. Britt is professor of marketing at Northwestern University, editor of the *Journal of Marketing*, and author of numerous textbooks and articles. He is a well known advertising executive and authority on marketing and research, having been vice-president and director of research of Needham, Louis & Brorby, and manager of the research and merchandising departments of McCann-Erickson, New York.

The "faculty" of the Creative Advertising Workshop is one of the most distinguished ever gathered together—a real galaxy of experts. Take a look at their names and subjects on the facing page—then visualize for yourself the information and inspiration you could gather from three days spent in their company!

S. R. Bernstein

Steuart Britt

The Creative Advertising Workshop will be housed in the completely air-conditioned Palmer House in downtown Chicago, with some sessions held in the studios of WGN-TV.

Admen planning to bring their families will find excellent accommodations for a recreational weekend, but are reminded that—as can be seen from the detailed program on the facing page—the seminar calls for practically all of their time during the three days of sessions.

Fee Covers Meals, Materials

Total cost of the Creative Advertising Workshop is $100 per participant ($110 after May 15). This fee covers over three full days of sessions, five meals (three luncheons, two dinners), and a Creative Advertising Workbook which will include reproductions of printed advertising which is discussed, identification material on radio and television material presented, program and space for participants' notes—enabling workshop members to carry back with them as detailed a summary of the sessions as they care to develop.

Accommodations at the Palmer House (not included in registration) are available at varying rates, and registrations should be made directly with the hotel. Detailed hotel information and registration cards will be sent promptly to applicants requesting them.

Applications are accepted strictly in the order of receipt, and since it was necessary to turn away more than 40 late applicants last year because of lack of facilities, it is suggested that the accompanying coupon be returned promptly.

Check Seminar Content—Then Act!

Look carefully at the detailed program for the three-day Creative Advertising Workshop on the opposite page. Study the distinguished "faculty." Note the down-to-earth, practical character of the subjects which are to be discussed, and the considerable amount of new material which will be presented.

Note especially how the workshop is organized so as to provide the broadest possible creative stimulation and information for *everyone* interested in creative advertising—copywriters, radio and TV as well as print—art directors—advertising managers—account executives—producers and supervisors of radio and TV commercials . . . *everyone* who has an interest in the creative advertising process will benefit from these intensive workshop sessions.

Here is a real chance to recharge your creative batteries—to learn the newest techniques and devices—to review the best of the past year—to spend three exciting, stimulating, idea-full days with a corps of experts on all phases of creative advertising—to cross-fertilize your notions and ideas with other creative advertising people in an atmosphere free from the usual distractions of business.

For three of the most exciting, most stimulating, most worth-while days you ever spent . . . send back the coupon now.

What Last Year's Attendants Have to Say

ENTHUSIASTIC—"I sent four people from my department and they all came back giving enthusiastic reports about the sessions"—**Douglas L. Smith,** ad and merchandising director, S. C. Johnson & Son, Racine, Wis.

BEST EVER—"I've attended a lot of advertising meetings and conferences during the past 15 years but none as productive as the first Ad Age Creative Workshop. Bringing five people from Greenville to Chicago was an expensive proposition but the clinic was worth the time and expense"—**James C. Henderson,** president, Henderson Advertising Agency, Greenville, S. C.

HELPFUL—"I do not know of anything that could have been more helpful"—**W. M. Schmitt,** gen. mgr., ad dept., Sun Oil Co., Philadelphia.

ANXIOUS—"I felt the Workshop was excellent and I'm most anxious to attend next year"—**John Forney,** Robert Luckie & Co., Birmingham, Ala.

TELLING ALL—"Congratulations on a most successful workshop. I found the investment of time and money paid off and I am making it a point to tell all my clients and a number of people that if there is such a workshop next year they should rush their check to you the minute the thing is announced"—**Edgar Kobak,** consultant, New York.

REWARDING—"Attending the Workshop was such a rewarding experience, I simply had to congratulate Advertising Age for making it possible"—**E. D. Brotsos,** pres., Edward J. McElroy Advertising, Los Angeles.

WONDERFUL—"Workshop as a whole: wonderful . . . wonderful . . . wonderful!"—**Donald R. Holland,** Graceman Advertising, Hartford, Conn.

FINEST—"By every measure, this has been the finest thing I have ever attended in the advertising business."—**Wesley Aves,** pres., Wesley Aves & Associates, Grand Rapids, Mich.

Wm. D. Tyler

Bergen Evans

E. B. Weiss

Janet Wolff

Hubbell Robinson Jr.

Saul Bass

Fairfax M. Cone

Check This Stimulating, Practical, Idea-Filled Curriculum

WEDNESDAY, AUGUST 5
The Creative Problem

5 to 7:30 p.m. **REGISTRATION AND INFORMAL GET-TOGETHER**

7:45 p.m. **WELCOME. G. D. Crain, Jr.,** Publisher, *Advertising Age*

7:50 p.m. **EXPLANATION OF PROGRAM. Dr. Steuart H. Britt,** Dir. of Workshop

8 p.m. **THE ESSENCE OF THE CREATIVE PROBLEM**

A 20-minute full-color sound motion picture produced by Foote, Cone & Belding for General Foods Corp. The film depicts the problems which face the writer of advertising in making an impression on the consumer, and the difficulties of piercing the shell with which the consumer is surrounded.

8:20 p.m. **HOW TO BECOME MORE CREATIVE THAN YOU ARE. William D. Tyler,** Executive Vice President, Benton & Bowles, New York

One of the leading authorities on effective advertising . . . selector of the "Top Ten" campaigns of the month for Advertising Age . . . former Chairman of the Plans Board of the Leo Burnett Company, Chicago . . . Mr. Tyler tells you how to be even more creative.

THURSDAY, AUGUST 6
The Creative Background to Advertising

9:10 to 10 a.m. **THE CHANGING CHARACTERISTICS OF YOUR MARKETS. Prof. Philip M. Hauser,** Chairman Dept. of Sociology, University of Chicago.

Everyone has used the expression, "It's a changing world." An expert on population offers some surprising information about tomorrow's markets that could make a real difference if you are putting new products "on the map."

10 to 10:50 a.m. **IF I WERE AN ADVERTISING COPYWRITER. Charlotte Montgomery,** author, "The Woman's Viewpoint."

Writer and lecturer, columnist and editor for *Good Housekeeping* magazine, Mrs. Montgomery is one of the most cogent commentators on the American consumer, her wants and desires, and how to influence her and her family. A former columnist for *Tide* magazine and the wife of an advertising man, Mrs. Montgomery talks about consumers in terms ad writers can understand.

11 to 11:50 a.m. **WHAT'S THAT YOU SAID? Bergen Evans,** Professor of English, Northwestern University.

Here one of America's top authorities on words, their meanings, implications, and connotations, tells how to make sure your words say exactly what you want them to say. Professor Evans is author of *A Dictionary of Contemporary Usage*, and *The Natural History of Nonsense*, as well as the conductor of "The Last Word" television program and the authority behind a number of quiz shows.

12:15 p.m. **LUNCHEON**

There are no speakers and no head tables at the five luncheon and dinner sessions included in the seminar. These periods are specifically set aside for informal conversation and discussion by Workshop participants and "faculty members."

1:45 to 2:30 p.m. **NON-VERBAL SYMBOLS CAN MAKE OR BREAK YOUR ADVERTISING. Pierre Martineau,** Director Marketing & Research, *Chicago Tribune.*

Author of *Motivation in Advertising*, Mr. Martineau is a militant exponent of the contention that words are not the only things an advertising writer has to work with—that visual symbols and "impressions" or "images" are more vital than just plain words.

2:30 to 3:15 p.m. **HOW TO PUT CREATIVITY INTO YOUR MERCHANDISING APPROACH. E. B. Weiss,** merchandising consultant, Doyle Dane Bernbach, New York.

An outstanding authority on merchandising, *Advertising Age* columnist, and director of "Merchandising Idea File," Mr. Weiss shows how today's new concepts of creative merchandising can help you plan more effective selling campaigns.

3:15 to 4 p.m. **BEAUTIFUL ADS AIN'T ALL! LeRoy King,** Editor, *Food Topics*, New York.

A hard-boiled former supermarket operator with a superior flair for grocery marketing takes you behind the scenes in retailing. He shows you how to make sure your advertising campaigns earn cooperation and support on the selling floor.

4:15 to 5 p.m. **HOW TO ADVERTISE TO WOMEN. Janet Wolff,** Copy Group Head, J. Walter Thompson Co., New York.

One of America's famed copywriters and author of *What Makes Women Buy* passes on to you the things she has learned about appealing to women. An outstanding presentation by an outstanding creative personality.

5:30 p.m. **INFORMAL SOCIAL HOUR AND DINNER. NO SPEAKER**

8 to 10 p.m. **ARE THESE TV COMMERCIALS TOPS OR FLOPS?**

One of the most outstanding panels of broadcast creative people ever assembled! They will view scores of specially selected commercials and give their candid opinions on how effective they are and how well they sell. *The* outstanding review of the year of current television commercials.

The panel is under the direction of **Harry Wayne McMahan,** special consultant to advertisers and agencies on TV commercials; former vice president in charge of TV commercial operations, Leo Burnett Co., Chicago. Members of the panel include: **Bea Adams,** Vice President and Director of Special TV Projects, Gardner Advertising Co., St. Louis; **Robert L. Foreman,** executive vice-president and Director TV Projects (and in charge of all creative services), Batten, Barton, Durstine & Osborn, New York; **Jack Sidebotham,** Television Art and Copy Supervisor, Young & Rubicam, New York; and **Ed Graham, Jr.,** President, Goulding-Elliott-Graham Productions, New York and creator of "Bert and Harry" commercials.

FRIDAY, AUGUST 7
Creative Ideas in Broadcasting

(Today's program under the general direction of **Hooper White,** Radio-TV Producer, J. Walter Thompson Co., Chicago)

9 to 10 a.m. **HOW TO CREATE EFFECTIVE RADIO COMMERCIALS. Kensinger Jones,** Vice President and TV-Radio Director, Campbell-Ewald Co., Detroit.

Well qualified to talk about radio, Kensinger Jones has written more than 400 dramatic radio shows, and hundreds of radio commercials. Come and hear what he has learned about radio commercials and what you can do to improve yours.

10 to 11 a.m. **HOW TO TURN PRINT ADVERTISING INTO TV ADVERTISING AND VICE VERSA. Kenneth C. T. Snyder,** Vice-President and TV-Radio Creative Director, Needham, Louis & Brorby, Chicago.

More and more often it becomes necessary to "translate" an advertising series or theme from print to TV or the other way around. A man who has tackled the problem for several top advertisers supplies some not-too-obvious solutions.

11 to 12 noon **WHAT I HAVE LEARNED ABOUT GAINING AND HOLDING ATTENTION ON TV.** Hubbell Robinson Jr., CBS-Television Executive Vice-President in Charge of Network Programs.

A thoughtful examination, with illustrations, of the mutual problems facing advertisers, agencies and producers in achieving high rating shows.

12:15 p.m. **LUNCHEON. NO SPEAKER**

2 to 3 p.m. **WHAT YOU CAN DO WITH A LIVE CAMERA. Jack Baxter,** President, Creative House, Chicago.

Are you camera shy? Do you know all the things a TV camera can do? Watch an exciting demonstration with live cameras and live actors. These are tricks of the trade that everyone who writes or okays a TV script ought to know.

3 to 4 p.m. **TV COMMERCIALS DON'T HAVE TO BE EXPENSIVE. Walter Colmes,** Colmes-Werrenrath Productions, Glenview, Ill.

Are you convinced that to have an effective TV commercial you must spend multiple thousands of dollars on film productions? Let this winner of 51 awards show you how effective commercials can be produced for less than $2,000.

4 to 5:30 p.m. **DOES EUROPE PRODUCE BETTER TV COMMERCIALS THAN WE DO? Andre Sarrut,** President, Telefranc, Paris, France; and **Valentino Sarra,** President, Sarra, Inc., New York.

A leading film producer whose work has won international acclaim is flying to Chicago from Paris to show you the best Europe has to offer. He is followed by a leading American producer, who is out to prove that the U.S.A. isn't ready to take a back seat to anyone. Hear their story. See their films. Then you decide.

6:00 p.m. **INFORMAL SOCIAL HOUR AND DINNER. NO SPEAKER**

8:15 to 9:30 p.m. **HOW TO MAKE ADVERTISING MORE ARTISTIC. Saul Bass,** Art Consultant, Hollywood.

In the creative field, every once in a while someone comes up who rises head and shoulders above the crowd. Such a creative genius is Saul Bass. You've seen his tremendous artistry in the handling of the epilogue for "Around the World in 80 Days," and his designs for "The Man with the Golden Arm." His creative artistry set new standards for Hollywood. Indeed a 4-star attraction.

SATURDAY, AUGUST 8
Creative Ideas in Print

(Today's program under the general direction of **Walter Weir,** Executive Vice-President, Donahue & Coe, Inc., New York)

9 to 9:50 a.m. **CREATIVITY IN ADVERTISING ART. Stephen Baker,** Senior Art Director and Group Head, Cunningham & Walsh, Inc., New York.

One of the top art directors of our time, and author of *Advertising Layout and Art Direction* just published by McGraw-Hill, Mr. Baker has an intimate knowledge of the essential welding process of art and copy in print advertising. His amply illustrated discussion is a *must* for creative writers.

10 to 12 noon **ARE THESE ADS TOPS OR FLOPS?**

An outstanding "return engagement," with a new panel. Some 50 advertisements representing a wide variety of consumer print campaigns will be circulated in advance to a panel of experts for scoring on a point basis. At this session you will score the same ads, to see how your opinions differ from those of the experts. All ads will be discussed, with emphasis on advertising fundamentals, and on approaches which will strengthen campaigns and provide basic strategy for creative people. Members of the panel will include:

Walter Weir, Executive Vice-President, Donahue & Coe, Inc., New York, chairman; **Draper Daniels,** Executive Vice-President in Charge of Creative Services, Leo Burnett Co., Chicago; **Hal Stebbins,** President, Hal Stebbins, Inc., Los Angeles; **Arthur F. Jones,** Manager of Creative Department, Cockfield, Brown & Co., Toronto; **Margot Sherman,** Vice-President and Chairman of Creative Plans Board, McCann-Erickson, Inc., New York.

12:15 p.m. **LUNCHEON**

1:15 to 2:15 p.m. **PRINT CAMPAIGNS I WISH I HAD DONE—AND WHY. Fairfax M. Cone,** Chairman of Executive Committee, Foote, Cone & Belding.

Another "repeat" of an outstanding presentation at the first Creative Workshop. A famous advertising "pro" takes a look at the past year's advertising and presents some of his favorites. Which ads do you think he'll select?

2:15 to 2:30 p.m. **SUMMARY OF CONFERENCE AND ADJOURNMENT**

Enroll me for the ADVERTISING AGE SUMMER WORKSHOP ON CREATIVITY IN ADVERTISING. My check for $100 ($110 after May 15), covering complete registration fee, including attendance and participation in all meetings and the cost of three luncheons and two dinners on Aug. 6, 7 and 8, is enclosed. (Or bill me ☐; bill my company ☐)

Name (please print or type) _____

Title _____

Company _____

Address _____

STREET CITY ZONE STATE

MAKE YOUR CHECK PAYABLE TO SUMMER WORKSHOPS, AND MAIL TO SUMMER WORKSHOPS, c/o Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

If you want information and reservation forms for the Palmer House during the Workshop, check here ☐

LOST OR MISSING: 40% OF THE MEMPHIS MARKET!

by Bert Ferguson
Exec. Vice-President, WDIA

Memphis is a *big* market! Yes, it's *America's 10th largest wholesale market!* And, it's true: In the Memphis market you're actually missing 40% of the people unless you use WDIA! And—this is a fact we can prove—only WDIA sells the Memphis Negro buyer!

As America's only 50,000 watt Negro radio station . . . only 50,000 watt station in the Memphis area . . . WDIA has chalked up an outstanding success story. Through a unique combination of exclusive Negro programming, powerful personal appeal and hard-hitting salesmanship our all-Negro entertainment staff commands the Memphis Negro's loyal listenership. What's more, by an active program of public service and civic leadership, WDIA has become an integral part of its listeners' daily lives!

RESULT: WDIA IS MORE THAN JUST A RADIO STATION—IT'S AN ADVERTISING FORCE IN THE MEMPHIS MARKET!

IT'S A BIG BUYING MARKET!

Here's why WDIA's fabulous success means high volume sales and profits for you: Within WDIA's listening pattern are one-and-a-quarter-million Negroes! The biggest market of its kind in the entire country! They have totaled earnings of $616,294,100 per year. And they spend, on the average, 80% of this big income on consumer goods!

Last year, for instance, Negroes bought 41.3% of the sugar sold in Memphis . . . 78.4% of the packaged rice . . . 43.2% of the face powder . . . 45.1% of the household waxes and polishes . . . 38.6% of the bread!

SALES RESPONSIVE!

And, before the Memphis Negro buys, he listens—to WDIA! Negro magazine and newspaper readership is low. Television ownership is low, too! And, you cannot reach the Memphis Negro with any other radio station, because he listens first and foremost to WDIA!

Further proof that the Negro listens *and* buys: WDIA consistently carries more local and national advertisers than any other station in Memphis. In the past 10 years, these advertisers have invested $4,396,854.81 on WDIA. That's a lot of money. That's a lot of satisfied advertisers! This year-in, year-out list includes . . . B. C. HEADACHE REMEDY . . . WONDER BREAD . . . PROCTER & GAMBLE . . . CARNATION MILK . . . CAMEL CIGARETTES . . . BRER RABBIT SYRUP . . . FOLGER'S COFFEE.

It all adds up to this: IN MEMPHIS, IT TAKES WDIA TO SELL THE MEMPHIS NEGRO MARKET! That's why, no matter what your budget is for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar must go to WDIA! Otherwise, you're missing 40% of this big buying market!

Why not write us today for facts and figures in your own field. We'd like to show you how WDIA can be a powerful advertising force for you!

WE'RE PROUD TO ANNOUNCE WDIA IS NOW REPRESENTED NATIONALLY BY THE BOLLING COMPANY

TOP RATED BY ALL AUDIENCE SURVEYS FOR TEN YEARS!

EGMONT SONDERLING, President
ARCHIE S. GRINALDS, JR., Sales Manager

Storer 1st Quarter Net Up; Mills Joins WJW

Storer Broadcasting Co., Miami Beach, reported net earnings for the first quarter of 1959 at $1,024,183 or 41.4¢ per share as compared with $751,204 or 30.4¢ per share for the corresponding period of 1958, an increase of more than 36%. The first quarter 1959 report includes the unprofitable operations of WITI-TV, Milwaukee, which Storer acquired in December, 1958. Formerly independent, this station is expected to fare better now that it is a CBS affiliate.

At the same time, Storer announced the appointment of Paul E. Mills, formerly midwestern tv sales manager of Westinghouse Broadcasting Co., as managing director of WJW, Cleveland.

Mennen Promotes Trundle

Mennen Co., Morristown, N.J., has promoted Charles G. Trundle to market research manager.

Pierrepont Noyes, Former Oneida Ltd. Head, Is Dead at 88

ONEIDA, N. Y., April 21—Pierrepont B. Noyes, 88, former president and board chairman of Oneida Ltd., one of the largest manufacturers of silverplate, died April 15 at his home near here after a long illness.

Mr. Noyes, who headed Oneida from 1910 until his retirement nine years ago, originated the Community Plate trade name.

Born in the "socially radical 19th century group" called the Oneida Community, an experiment in communal living, which was broken up in the 1880s and the communal property divided among the members, Mr. Noyes attended Colgate University and later Harvard College. He began his career in 1894 as an employe of Oneida Ltd. and the next year became general manager. In 1910 he was elected president.

During World War I, Mr. Noyes was called to Washington to serve as assistant fuel administrator. After the war he was appointed U. S representative on the allied commission that administered the Rhineland occupation. He contributed frequent articles on international affairs to various publications. In 1928 he ran unsuccessfully for Congress. In 1933 he became president of the Saratoga Springs Authority and directed the building of that resort under a $5,000,000 development plan.

■ In 1927 he published a novel, "The Pallid Giant," in which he anticipated the invention of atomic weapons. He also wrote two volumes of autobiography, "My Father's House," published in 1937, and "A Goodly Heritage," published last year.

His son Pierrepont is exec vp and general manager of Oneida Ltd.

MORGAN RYAN

CHICAGO, April 21—Morgan Ryan, 54, an account executive in the Chicago office of Reach, McClinton & Pershall, died in Wesley Memorial Hospital April 9, following a heart attack.

Mr. Ryan, who joined the Pershall agency in October, 1957, had a long and varied career in agency work. He formerly was associated with Pedlar & Ryan, Sherman & Marquette and American Broadcasting Co., all in New York.

NATHAN BARCUS

NORWALK, CONN., April 21—Nathan (Hank) Hinkle Barcus, 61, of Weston, Conn., who for many years operated his own agency at 342 Madison Ave., New York, died April 7 at Norwalk Hospital, where he had been admitted April 1. He was a New Canaan, Conn., native.

New Ziff Rate Card Issued

A new combination rate card has been issued by the Ziff-Davis Power Group which comprises *Flying*, *Popular Boating* and *Sports Cars Illustrated*. The rate card covers identical ads running concurrently in the three magazines and is based on an average net paid monthly circulation of 500,000 for the Power Group. The one-time b&w page rate is $2,665. The rates represent a 10% discount from the regular rates for the individual magazines in the group.

Henry Bristol, of Bristol-Myers, Is Dead at 70

NEW YORK, April 21—Henry P. Bristol, 70, executive committee chairman of Bristol-Myers Co., pharmaceuticals manufacturer, died of a heart attack April 14 at his home here.

Mr. Bristol, a son of William M. Bristol, one of the founders, joined the big drug concern in 1908, after graduation from Hamilton College. Two years later he was named assistant treasurer; he became treasurer in 1919. He was elected president of the company in 1928 and served as board chairman from 1949 to 1958, when he became executive committee chairman.

During World War I he served in France as a major of field artillery.

Mr. Bristol was a director of the Irving Trust Co. and the Lehigh Valley Railroad, and a trustee of the U. S. council of the International Chamber of Commerce.

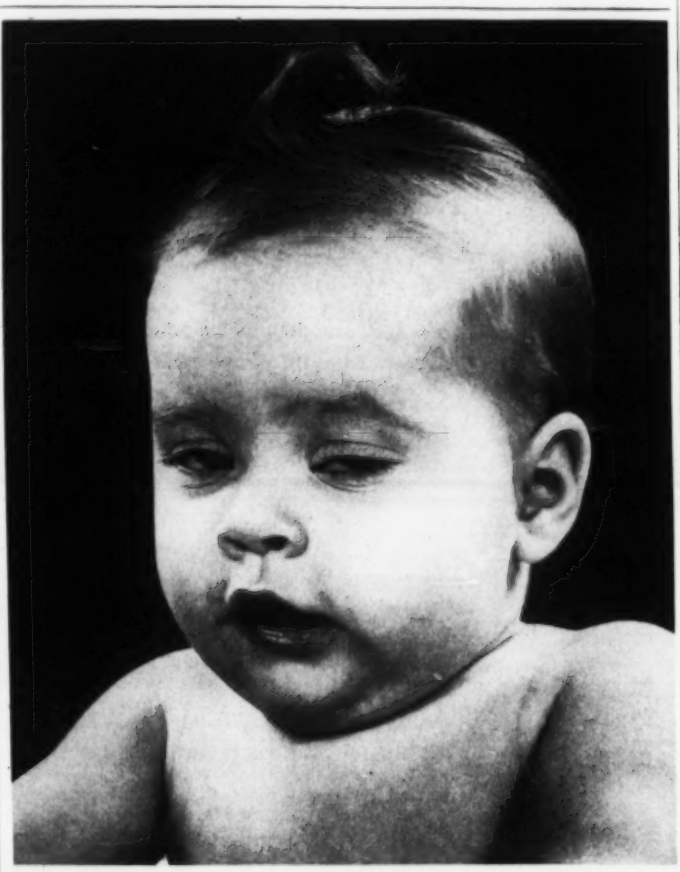
His brothers, Lee Hastings Bristol Sr. and William M. Bristol Jr., are board chairman and senior vp, respectively, of the company, and his nephew, William McLaren Bristol III, is president.

■ During his tenure as chief executive officer, Bristol-Myers made history in the drug and advertising fields. Notably, in the early 1950s, the company was in the forefront in introducing antihistamines and was one of the leading advertisers in promoting the products.

EDMOND D. COBLENTZ

SONOMA, CAL., April 21—Edmond D. Coblentz, 76, former editor and publisher of the *San Francisco Call-Bulletin*, died of a heart ailment April 16 at Sonoma Valley Hospital. He had been retired since 1950.

Mr. Coblentz began his career as a reporter on the *San Francisco Examiner* in 1900. When the San Francisco earthquake of 1906 struck, he was assistant city editor, and he and four others went across the bay to Oakland and brought out the first newspaper to reach the streets after the disaster. In 1927 he became editor of the *New York American* and in 1934 was named its publisher. Six years later he returned to San Francisco as publisher of the *Call-Bulletin*.



"You can say that again!"

One of the most gratifying things about any business relationship is the positive knowledge that all your "jobs" will be handled as if they were the most important ones "in the works" • This kind of conscientious concentration on only the finest photoengraved reproductions and on completely satisfying service, could be why ROGERS are continuously relied upon for "master-craftsmanship in photoengraving" by so many leading national advertisers.

ROGERS
engraving company
2001 calumet avenue • chicago 16
master-craftsmen of photo-engraving

YOU CAN'T COVER NORTH CAROLINA

SPRING BRINGS A SHOWER OF TOURIST DOLLARS TO NORTHWEST NORTH CAROLINA

In Springtime the entire area is alive with tourists . . . eager to ride the exciting Blue Ridge Parkway . . . to see the many beautiful scenic attractions in the Mountains and in the Piedmont. Tourist dollars flow into the cities and towns of the Journal and Sentinel 11-County Trading Area. This means extra buying . . . from the pages of the Journal and Sentinel.

WITHOUT THE WINSTON-SALEM JOURNAL AND SENTINEL

CIRCULATION NOW 102,931
Pub. statement ending Sept. 30, '58

JOURNAL, MORNING . . . SENTINEL, EVENING . . . REP. KELLY-SMITH COMPANY

Buy Boston the way Boston Stores Do

In almost all retail linage classifications, the Herald-Traveler leads Boston . . . and has led for many years.

What better tip to national media buyers — than to follow the practice of the stores, who know Boston best?

These stores know that the Herald-Traveler is read by the "Upper Two-Thirds"* who produce more business in the places where the most business is done.

National advertisers agree, because the Herald-Traveler leads in national linage, too — has, for 31 years.

Pick the Herald-Traveler first for Boston.

Represented nationally by **GEORGE A. McDEVITT CO.,** New York • Philadelphia • Detroit • Chicago • Los Angeles. *Special travel and resort representative:* **HAL WINTER CO.,** Miami Beach.

*Upper and middle income families — who buy more of everything (LIFE Study) — read the Herald-Traveler more often than any other Boston paper (Boston University Study) and account for 75% of Herald-Traveler circulation, which is the largest among standard-sized papers.

The BOSTON HERALD-TRAVELER Gives you the "Upper Two-Thirds"

In women's clothing store linage, the Boston Herald-Traveler led the second paper, in 1958, by 164% (larger daily plus Sunday).

BOSTON HERALD—BOSTON TRAVELER
Boston's Home-Delivered Newspapers

WATCH THE WOMEN GO BUY...

* watch

the women go BUY

Portland retailers watch the women go buy *every day*. They know where advertising pays off in Portland media. That's why in 1958 they placed 50% more advertising in The Oregonian than in the 2nd newspaper. They get results in the one medium that's big as all Oregon . . . The Oregonian.

* *How big is the Oregon Retail Market? Almost $2½ billion annually. That's more than twice as much as San Francisco or Pittsburgh, and almost 3 times Miami!*

the Oregonian
Portland, Oregon

Biggest advertising voice in the sales-rush state

Largest circulation newspaper in the Northwest • 233,856 Daily • 296,143 Sunday

MEMBER OF Represented Nationally by Moloney, Regan & Schmitt, Inc.

U. S. Share of Central America Market Declines

Europeans, Japanese Cut U. S. Share from 80% to 55% in Decade

NEW YORK, April 21—The U. S. share of the Central American market has slipped sharply in the past 10 years, and only a return to "aggressive selling and merchandising" will help reverse the trend.

So says Richard G. Lurie, editor of *American Exporter*, who recently returned from a two-month field trip to the five Central American nations—Costa Rica, Nicaragua, Honduras, Salvador and Guatemala.

Total population of the area is 10,000,000. U. S. exports to the area totaled $238,000,000 in 1958. This was 55% of all Central American imports; 10 years ago the U. S. slice was nearly 80%.

■ Interviewed by ADVERTISING AGE, Mr. Lurie attributed this decline to (1) high prices—European and Japanese goods come in 20% to 50% lower than U. S. products; (2) financing—Europe and Japan offer more favorable credit terms and (3) the world slump in coffee and cotton prices, which has reduced dollar earnings.

Mr. Lurie said that U. S. suppliers still have tremendous advantages over competitors because of their well-established brand names and quick-delivery service (three to five weeks from the U. S., against three to five months from Europe). But he warned that these advantages will be lost without "better selling."

He pointed out that during his trip he heard Central American business men complain: "We never see export managers. They concentrate on the larger markets in the Caribbean area. When we do see one, the visit is hurried. He is here as an order taker. The export traveler who will sit down with us and explain the new features of a line are few and far between."

■ Mr. Lurie also noted the lack of Spanish-language sales promotion pieces from the U. S.

"Every Central American distributor gets far too much direct mail in English," he said. "The amount of direct mail pieces they receive is staggering. This is also complicated by the fact that many distributors handle far too many lines to do justice to them all—a common complaint of small markets. The amount of point of sale display material, decals and other literature in English is also surprising."

Mr. Lurie said European manufacturers in particular are turning out "beautiful four-color sales promotion material in Spanish."

The *American Exporter* editor reported that Central America is in the midst of an "industrial revolution," with small industries springing up in every country. He said that there are some tentative plans to unite the five nations into a common market—*a la* Europe—but he believes there are still many problems to solve before this becomes a reality. #

COOL — *"Who needs an igloo?" asks Patti Stone, who is reigning as Miss Beat the Heat in the first united sales promotional campaign to be sponsored by the room air conditioner section of the National Electrical Manufacturers Assn.*

Ten Film Companies Merge to Form ERA International

Cambridge Productions, Minneapolis, and several other old line film production and recording units have been reorganized into a new company known as ERA International Film & Recording Enterprises, which through these associated companies will produce feature motion pictures, tv series and programs, commercials, newsreel films, travelogues, religious and educational films as well as phonograph records.

Corporate offices will be maintained in Miami; business and purchasing offices in Minneapolis, and production offices in New York, Hollywood, Miami, Minneapolis and Lima, and Munich. Other associated companies are Galaxie Films, Pan American Productions, Trinity Hill Productions, Pentagon Films, Trans-World Newsreel Service Ltd., Pan-Europa Film Gesellshaft, Crusader Records, CMP Records and Electronic Research Laboratories.

Gropman Agency Sold

Edwin Borgeson Advertising, Studio City, Cal., has bought Paul Gropman & Co., Los Angeles agency. Accounts listed in the sale include American Pneumatic Tool Co., A-1 Machinery Rental Co., Piece O' Pizza Restaurants, and Rentmaster, a tool and equipment leasing chain.

World Now Has 77,479,945 Sets, Says 'TV Factbook'

RADNOR, PA., April 21—Worldwide television set ownership has risen to more than 77,000,000, according to the 28th semi-annual "Television Factbook," published by *Television Digest*.

The publication's survey shows that as of March 1, there were 77,479,945 tv sets in 55 countries. One country—the U. S.—had 51,000,000, five times more than any other nation.

The world's top 10 television nations after the U. S. are:

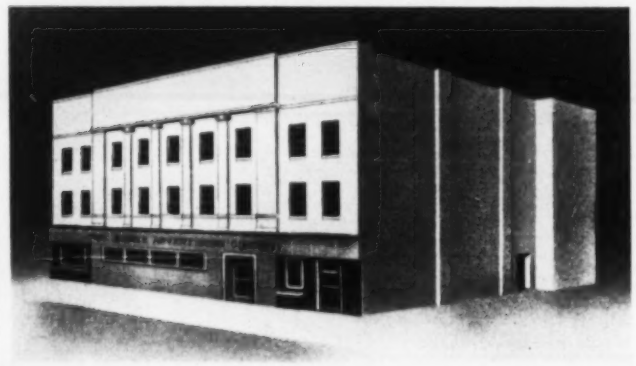
Britain, with 10,000,000 sets; Canada, 3,250,000; Soviet Union (estimates of this total vary widely), 2,600,000; West Germany, 2,100,000; Japan, 1,660,000; France, 1,000,000; Brazil, 850,000; Australia, 480,000; Mexico, 450,000; Czechoslovakia, 340,000.

Television set ownership increased by 9,275,095 in the past year, "Television Factbook" said. #

New Fairchild Book Tells Retailers About Gift Wrapping

How to set up and operate a gift wrap service on a self-supporting basis is the subject of a new textbook on gift wrapping for retailers, titled "For Gracious Giving," by Harold G. Cole, who operated Modern Packagings, Dallas.

The book discusses how to set up a gift wrap bar, how to stock it, what to charge, how to promote it and how to wrap gifts. Publisher is the business book division of Fairchild Publications Inc., New York. Price is $6.50.



Biddle Advertising Finally Got Moved

to our new office building
108 EAST MARKET STREET
BLOOMINGTON, ILLINOIS

Usually an announcement like this leaves out a lot of things we feel disposed to put in. The truth is—buying, financing and planning a new building is a time-consuming, ulcer-causing, frustrating pain in the neck. It is also expensive to the extent of being more than a little frightening. We missed our cost estimate 20% (which seems to be par for the course). Moreover we left our comfortable old building with regret.

The only reason we moved is that we increased our volume ten times over what we were doing in 1950 when we bought our old building at 814 North Main Street. A proportionate increase in the number of people on our staff (our payroll went from $130,000 to $950,000) made us so crowded we had absolutely every nook and corner filled. We were actually back to sharing desks, as we did in 1941 when we went into business.

The new building is big—almost 35,000 square feet. It is efficient. We've put in a lot of new equipment. We're real proud of it now that it's all done.

We hope you visit us soon. We will be glad to show you around.

THE BIDDLE COMPANY
Advertising and Sales Promotion
CHICAGO ILLINOIS · BLOOMINGTON ILLINOIS · KANSAS CITY MISSOURI · DES MOINES IOWA

HE SELLS EVERYTHING . . .

To the Farm Market!

He runs the Farm Store . . . a rural supermarket serving a $22 billion market. He's one of 30,000 who sell practically *everything* the farmer needs to buy.

He's the man *Farm Store Merchandising* was made for.

For complete facts and figures, see BPRD Classification 44A or write:

FARM STORE MERCHANDISING
THE MILLER PUBLISHING CO.
Box 67 Minneapolis 40, Minn.

Mr. Ad Manager: Picture yourself before the Board. Someone asks:

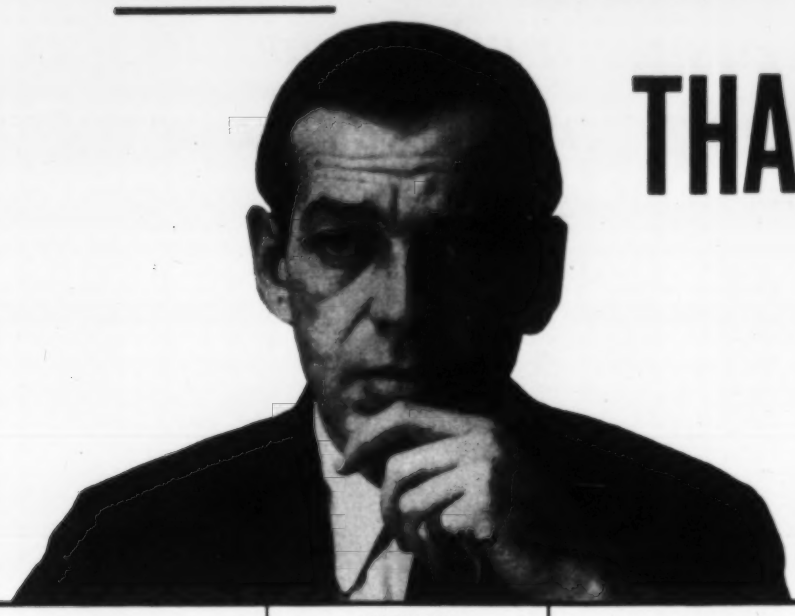
"What national advertising medium would give us the best local coverage in our key sales regions?"

What would you say?

- ☐ *1. "Major national magazines give us the best local coverage."*
- ☐ *2. "Sunday newspaper supplements give us the best local coverage."*
- ☐ *3. "One of the top 20 TV shows gives us the best local coverage."*

For the complete, region-by-region answer turn this page ▶

LOOK REACHES MORE OF YOUR THAN THE BIGGEST THAN THE AVERAGE



MEDIA BY MAJOR SALES REGIONS

REGIONS	ANNUAL FOOD STORE SALES *(000 omitted)*	LOOK AUDIENCE	THIS WEEK AUDIENCE	TV AUDIENCE
New England	$ 3,264,000	1,785,000	1,354,000	1,583,000
Middle Atlantic	10,525,000	5,561,000	4,624,000	5,336,000
East North Central	10,186,000	6,930,000	6,091,000	5,771,000
West North Central	3,650,000	2,997,000	3,080,000	2,196,000
South Atlantic	6,073,000	3,242,000	2,889,000	3,064,000
East South Central	2,341,000	1,336,000	1,030,000	1,404,000
West South Central	3,953,000	2,132,000	1,576,000	2,119,000
Mountain	1,714,000	943,000	1,393,000	919,000
Pacific	6,268,000	2,974,000	2,852,000	3,141,000
Total	$47,974,000	27,900,000	24,889,000	25,533,000

NEW ENGLAND: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut. MIDDLE ATLANTIC: New York, New Jersey, Pennsylvania. EAST NORTH CENTRAL: Ohio, Indiana, Illinois, Michigan, Wisconsin. WEST NORTH CENTRAL: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas. SOUTH ATLANTIC: Delaware, Maryland, Washington, D. C., Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida. EAST SOUTH CENTRAL: Kentucky, Tennessee, Alabama, Mississippi. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada. PACIFIC: Washington, Oregon, California.

SOURCES: Food Sales from Sales Management, May, 1958; LOOK Audience from "The Audiences of Nine Magazines," LOOK-Politz, 1958; THIS WEEK Audience estimated by multiplying latest available county circulation data by regional readers per copy figures as determined by the "Study of Seven Publications," R.D.-Politz, 1956; Audiences of Top 20 Regular TV Programs from regular industry sources.

Look reaches more customers than This Week in 7 out of 9 sales regions (those 7 that account for 89% of total food sales).

Look reaches more customers than the average of the top 20 regular TV shows in 7 out of 9 sales regions (where 82% of total food sales are made).

CUSTOMERS IN MAJOR FOOD REGIONS NEWSPAPER SUPPLEMENT...OR AUDIENCE OF TELEVISION'S TOP 20!*

**Top 20 of the 151 regularly scheduled Evening Shows*

You get the extra reach in Look... In New England, for example, for every 1,000 people you reach in LOOK, you reach only 759 in THIS WEEK, only 887 viewers with the average of the top 20 TV shows. Costs you less too... a full page, four-color ad in LOOK costs only $34,540, as compared to $49,230 for a four-color page in THIS WEEK, or $105,600 for the average top TV show.

You get the "family-size" buyers in Look... extra coverage of your best customers—families with children. For it is these families who account for two out of every three dollars spent on food in the U.S.... the people who must be sold if you're going to sell in volume. *And these are the people who read* LOOK. For LOOK concentrates more of its readers among families with children than any other major magazine, reaches them most efficiently!

You get the background that sells in Look... the dramatic color, the fidelity of reproduction and the unique feeling of confidence that readers bring to LOOK—both editorial and advertising. So if your media requirement is for penetrating local coverage, as well as national impact, remember that magazines, particularly LOOK, offer food advertisers the vital extra reach.

HERE ARE THE FOOD ADVERTISERS WHO MAKE USE OF LOOK'S EXTRA REACH... LOOK'S EXTRA COVERAGE OF THE FAMILY MARKET

Grocery Product Advertisers now on Order for 1959

American Dairy Association
Ice Cream

Borden Co.
Ice Cream
Skim Milk

California Packing Corp.
Del Monte Tomato Catsup

Campbell Soup Co.
Soups
Frozen Soups
Pork & Beans
Tomato Juice
V-8
Franco-American Spaghetti
Swanson Frozen Foods

Coca-Cola Co.

Colgate-Palmolive Co.
Palmolive Soap
Colgate Dental Cream

Corn Products Sales Co.
Karo

Diamond Walnut Growers, Inc.
Diamond Walnuts

Florida Citrus Commission
Citrus Juices

Food Specialties, Inc.
Appian Way Pizza Pies

Foremost Dairies, Inc.
Cottage Cheese

General Foods
Jell-O
Log Cabin Syrup
Tang

General Mills, Inc.
Cheerios
Gold Medal Kitchen Tested Flour
Pudding Cake
Wheaties
Cake Mix
Cereal Line

H. J. Heinz Co.
Tomato Ketchup
Soups

George A. Hormel & Co.
Chili

Interstate Bakeries
Dolly Madison Cakes

Kellogg Co.
New Variety
Special K

Kraft Foods Company
Spaghetti Dinner
Cracker Barrel Cheese
French Dressing

Lever Brothers Co.
Lux Toilet Soap

Libby, McNeill & Libby
Sauer Kraut

Mars, Inc.
Marsettes

H. C. Moores Co.
Pream

Nehi Corp.
Royal Crown Cola

Planters Nuts & Chocolate Co.
Cocktail Peanuts

Quaker Oats Co.
Mother's Oats

River Brand Rice Mills, Inc.
River Brand Rice
Carolina Brand Rice

Seven-Up Co.

Star-Kist Foods, Inc.
Star-Kist Tuna

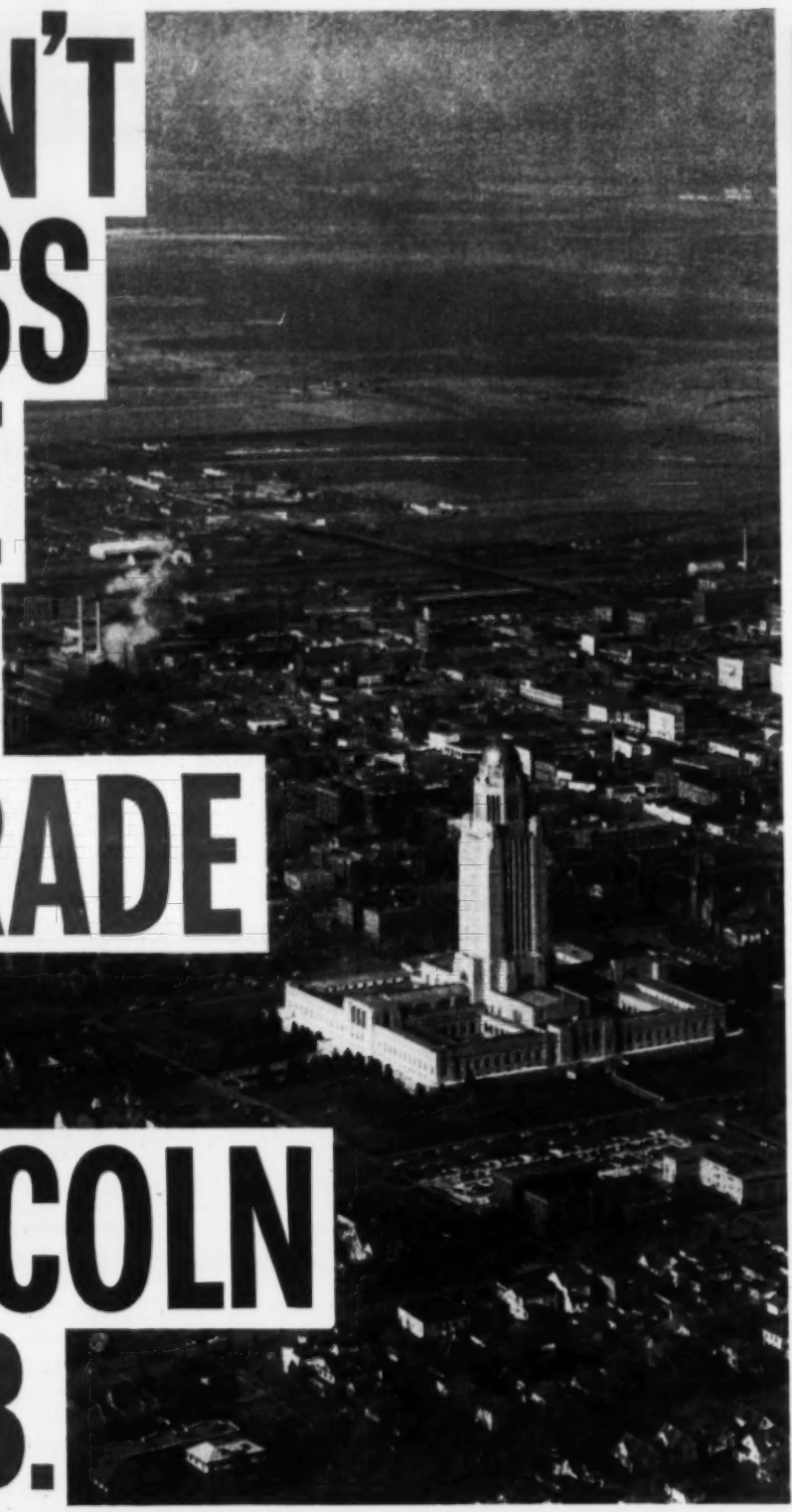
Sunkist Growers
Citrus Fruits

Sunshine Biscuits, Inc.
Hydrox

Visking Corporation

Yours For The Asking — A major new LOOK study reports media coverage by every metropolitan market, non-metro area, state and region in the U. S. for LOOK, Life, Post and the major newspaper supplements. Enables you to pin-point food store sales, population, buying income, coverage by single publications or combinations. Write to Larry Hanson, Sales Manager, LOOK, 488 Madison Ave., New York 22, N. Y.

DON'T MISS THE BIG PARADE IN LINCOLN NEB.



Lincoln—capital of Nebraska, calls itself the crossroads of the nation. A transportation hub, the city is served by five railroads, three major bus lines and several important airlines.

The area around Lincoln has seen a definite shift in its economy since 1948. While it is still mainly agricultural, this is rapidly being balanced by the growth, in the Lincoln plants, of such major manufacturers as: Goodyear Rubber, Cushman Motor Works, Western Electric and Burlington Railroad Shops.

And mechanization of many farms has brought about an urban population trend and supplied Lincoln with an excellent labor pool. A few years ago, there were 3½ farm workers to one industrial worker in the area. Now the ratio is only two to one. In Lincoln, this has brought about a 30% population increase. At the same time, per capita income and retail sales have increased in proportion.

Two other important factors have influenced this growth. 1) Lincoln has a most unusual concentration of governmental agencies and institutions, colleges, universities and home offices of 32 insurance firms—resulting in a high percentage of white-collar employees and many Federal, State and County jobs. 2) Lincoln Air Force Base has added more than 12,000 persons to the city's population, $24 million to the city's payroll and more than $25 million to local purchase of supplies.

If you want your share of the big boom in Lincoln, the *Lincoln Journal-Star and Parade* will give it to you. Each Sunday they call on three out of four of the homes in the area. Each Monday they begin to move goods off dealers' shelves.

How big is PARADE in LINCOLN

Per cent of families reached

POST...15% LIFE...16% LOOK...17%

PARADE...76%

(HOME COUNTY)

Represented nationally by Jann & Kelley, Inc.

PARADE . . . The Sunday Magazine section of more than 60 strong newspapers, reaching nine million homes every week.

THIRD CHANGE—*The "mother-daughter" package at bottom is the new design for Mrs. Wagner's pie packages. The original package at top dates back to 1921. The center package dates from the early 1940s. Jim Nash Associates designed the new package, which is blue against a white background.*

Tougher Marketing Tasks Boost Agencies' Personnel Requirements, Says B&B's Sharon

PHILADELPHIA, April 21—Jobs in advertising agencies will increase in number in coming years, but there will be stiffer competition, William A. Sharon, personnel manager of Benton & Bowles, New York, said here.

Mr. Sharon was one of five panelists discussing agency employment practices before the Eastern Industrial Advertisers, local chapter of National Industrial Advertisers Assn., this month.

"Advertising agencies are being caught in a squeeze between a more-or-less fixed percentage of income on one hand and demand for increasingly professional and complex marketing services on the other," Mr. Sharon said. "There is, therefore, an urgent need for more effective use of the major agency overhead cost factor—payroll expense.

■ "Agencies are beginning to realize that client service demands cannot always be met by simply adding more hands," he said. "There is recognition that one good man is better than three mediocre ones.

"Agencies are also beginning to find that addition of new staff members may be deferrable. There is a tendency to try to get the job done with the present staff, before replacing an employe who has resigned," he said.

There is also a trend toward "professionalization" in some areas and specific educational background is almost a necessity, especially in research, art, copy and tv production, he said. This means that "to find the right job in an advertising agency will require a more scientific approach than previously—will involve more careful planning, self-analysis and an awareness of what is really going on in the industry, in addition to the usual need for a bit of luck," Mr. Sharon said.

■ "Agencies are beginning to train their own men. We cannot depend on the sales forces of consumer products manufacturers to keep us supplied with young marketing men," he said. "The standard advice—'Go sell soap for two years and then try for an agency job'—just isn't as appropriate as it once was." #

Ted Bates Names Two A.E.s

Ted Bates & Co., New York, has appointed Thomas S. Quinlan and Albert J. Bouchard account executives. Mr. Quinlan formerly was new products marketing manager of Revlon Inc. Mr. Bouchard previously was with Gardner Advertising Co.

we'd like to put it right in your lap

47.3% of all Michigan's retail sales outside Metropolitan Detroit are made in Michigan's Golden Triangle area, which includes Jackson, Lansing and Battle Creek. And this rich area can be reached powerfully with only *one* station . . .

WILX-TV
Hotel Hayes
Jackson, Michigan

CHANNEL 10

NBC

This is just part of WILX-TV's coverage story. Venard, Rintoul & McConnell, Inc. has the whole interesting picture. Ask them about it. You will be surprised at how much you can sell in Out-State Michigan.

If you want to make a sale...

...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

There's never a food page in Better Homes and Gardens that doesn't "ask for the order," that doesn't say, in effect, "*You* can do this, too!"

But this editorial recipe for exciting people to try it or buy it isn't reserved for food pages only. The magic of ideas moves BH&G readers to decorate, to build, to travel by its pages—to "live by the book." And since an average of 15½ million men and women read Better Homes and Gardens each month, that means a lot of people acting on a lot of ideas!

What sort of products get the best advertising break in Better Homes and Gardens? The answer is as long as the endless list of things a family wants or needs to live more fully and pleasantly. Advertising is welcome and productive in Better Homes and Gardens' atmosphere of ideas. For BH&G has a gift for making people want things so much that they're ready to go out and buy them. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

During the year 1/3 of America reads

...the family **idea** magazine

NOW OVER 4,700,000 COPIES MONTHLY

Accentuate Advertising Virtues in Counterattacking Foes, ANPA Told

(Continued from Page 3)

er for their own self-aggrandizement or through ignorance would attack advertising from every angle in an effort to subordinate it to their own private interests, or to some theoretical concept of economic stability," he said.

Mr. Schmick said that while the ultimate defeat of the Baltimore "discriminatory" tax on advertising could be regarded as a victory for those who believe in advertising as an economic force, in other areas the word was not good.

"There must always be a whipping boy," he said, "and at the moment those theorists who have consistently negated the value of advertising in our economy seem to be in the saddle. They have sold their bill of goods to many in High places of government."

In this connection, Mr. Schmick cited the Internal Revenue Service ruling "that certain advertising expenditures constitute 'lobbying, advertising for the defeat or promotion of legislation, for political purposes, or for the development or exploitation of propaganda'."

■ He termed this "a bureaucratic ruling" and added that the bureau was setting up a regulation "to censor the expense" of doing business. "Nevertheless," he continued, "recent rulings of courts uphold bureaucratic edicts, rather than the intent of Congress."

Mr. Schmick also assailed "so-called 'professionals,' who seek the help of Congress to enforce anti-advertising." He said newspapers have no quarrel with doctors or lawyers who adopt voluntary codes prohibiting advertising. Put into question, however, are "the motives of those who, seeking professional status, turn to legislative bodies to prohibit advertising in a group which is not unanimous in its opposition to advertising, because prohibition of advertising, they believe, will give them 'professional' status."

He said the public interest is as important as "the interests of funeral directors and embalmers who seek, for whatever reason, to bar advertising." According to Mr. Schmick, there is nothing wrong in the public's learning, through advertising, "what various funeral directors will charge for a dignified, well conducted funeral."

■ In a closed session, newspaper publishers in the 10,000 to 50,000 circulation group were reportedly split down the middle on the value of offering national advertisers frequency discounts.

ANPA General Manager Cranston Williams said the swing to frequency discounts in the newspaper industry, favored by most publishers in the larger circulation group, represents a "full circle" traversed by newspapers. Frequency discounts to advertisers were "quite common," he said, until the present rate structure came into vogue 30 years ago.

On r.o.p. color use, Mr. Williams said proposals for what he termed "constant sheet" use by newspapers were heard, meaning a common paper stock with similar hardness to get uniform results for advertisers using r.o.p. color in different newspapers. Any attempt by newspapers to adopt the so-called constant sheet, said Mr. Williams, would have to be arranged by newspapers and their suppliers.

■ A report to the convention said there were 1,080 advertising agencies on the ANPA credit rating list, a gain of seven over a year ago. While 56 agencies were added to the list, 49 were removed (33 were involved in mergers or liquidations; 15 failed to meet ANPA criteria; one discontinued).

The top five states with agencies having credit rating are New York (270), Illinois (130), California (67), Ohio (63) and Pennsylvania (58).

■ The convention approved a change in its dues-paying setup. The maximum was fixed at $9,056 annually, beginning next July 1. This represents a 5% increase over the $8,625 now paid. Formerly the ANPA based its dues on a fixed number of dollars per line-casting machine in a newspaper's plant, and a fixed number of dollars representing a percentage of the newspaper's minimum gross national ad rate.

But this became "less equitable," and in 1956 the line-casting machine base was replaced by a circulation base. Since then the gross minimum national rate has been questioned, because of the emergence of frequency and volume discounts on general rate cards. Thus, the ANPA board recommended that this convention put future dues on a base of the open general advertising rate, and on circulation.

■ The ANPA, which added 29 newspapers to its roster last year (while losing 13, through resignations, suspensions and mergers), currently boasts 846 members. About 17%, or 141 dailies, have circulations under 10,000; 55%, or 465 newspapers, have circulations between 10,000 and 50,000 (with a combined circulation of 11,100,000); the remaining 28%, or 240 papers, are above 50,000.

■ Highlights of the report of the postal committee:

• Newspapers are paying higher second class postal rates than in 1958, and two more increases will become effective July 1, 1960, and July 1, 1961.

• Fewer daily newspapers use the mail.

• Controversy continues over public service costs of Post Office Department, in spite of passage of Postal Policy Act in 1958.

• The constitutionality of a tax on advertising in the form of discriminatory postal rates has never been tested in the courts.

• ANPA will soon issue a manual for members explaining postal regulations affecting daily newspapers.

■ ANPA's special standing committee reported the following:

• Union "laws" and convention resolutions increasingly are curbing newspaper productivity. Unions are demanding more men to man both old and new equipment that needs less manning.

• Daily newspaper production continues to be retarded by featherbedding, chiefly by "bogus"—resetting of advertising, as required by the "laws" of ITU.

• 1958 was a year of unusual labor strikes. However, the number of arbitrations was the greatest ever recorded.

• During 1958, 38 strikes hit 62 daily newspapers. ITU called a total of 16 strikes. American Newspaper Guild engaged in six, the pressmen's union in four, the mail deliverers in three, teamsters in two and all others in seven. There were no work stoppages in '58 by Photoengravers Union. #

NOW YOU CAN
HEAT AND COOL
WITH GAS!
...now available—a compact year around air conditioning unit that does both jobs with Gas!
—PEOPLES GAS—

COOL, TOO—*Peoples Gas Light & Coke Co., Chicago, broke a campaign to promote combination gas heating and cooling April 21 with this b&w page in the four Chicago dailies and the Midwest edition of the Wall Street Journal (AA, April 20). Needham, Louis & Brorby, Chicago, is the agency.*

Smith & Dorian Adds 3

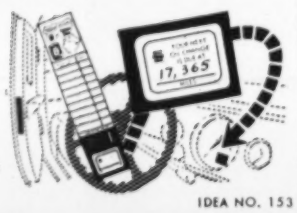
Smith & Dorian, New York, has been appointed to handle advertising for J. T. Slocomb Co., South Glastonbury, Conn., maker of micrometers. The agency's Hartford office has been named to handle advertising for Herco Art Mfg. Co., Wallingford, and Packer Machine Co., Meriden. Arnold Reffsin, formerly with Dunay, Hirsch & Lewis, has joined the agency as production manager.

Johnson to Employment Agency

Fred Johnson, who was western manager of the old *American Magazine* for many years, has joined Dorothy Dockstader Employment Consultants, Chicago, to take charge of an expanded advertising department.

1934-1959 • 25 YEARS OF PRESSURE-SENSITIVE PROGRESS

Stickin' around with kleen-stik®



IDEA NO. 153

Sticker with a "Kicker"

Most oil change stickers go *inside* the car's door post . . . and are often overlooked. So **Don Watters**, Sales Promotion Mgr. for **Kerr-McGee Oil Industries, Inc.**, Oklahoma City, designed this *special* one for **Deep Rock** products. The attendant attaches the top part the regular way (printed on **Kleen-Stik**, it goes on quick 'n easy). Then he marks the *next* oil-change mileage on the tear-off tab, and affixes it near the speedometer dial. (O.K., *odometer*, if you insist!) Keeps reminding motorists about changing oil . . . and about **Deep Rock**. Neat production handled by **Roy Cornett** for **Norick Bros., Inc.**, Okla. City.

The World's Most Versatile Self-Sticking Adhesive

IDEA NO. 154

Babies Need Cleaning . . .

And so do these "**Pussyfoots**" baby shoe displays for **Savage Shoes Ltd.**, of Preston, Ont., Canada. Sales VP **Jack Malcolm** designed the plastic show pieces with **Pat Milsom**, pres. of **Breithaupt-Milsom**, agency. Cute baby photo, *plus* pix of selling features, done on waterproof Vinyl-Stik—easy to attach, *easy to clean* with damp cloth. **Gorrie Advertising Ltd.**, Toronto, produced 'em, prexy **Bruce Gorrie** directing. Result: *lots* of clean displays, happy dealers, and happy little feet—er, foots!

Take a big step toward putting a real "kick" in *your* P.O.P. with modern, self-sticking Kleen-Stik displays. Ideas *galore* from your regular printing source...or write for our "Idea-of-the-Month service *today!*

kleen-stik
PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

1934-1959 • 25 YEARS OF PRESSURE-SENSITIVE PROGRESS

BLANKET COVERAGE
OF METROPOLITAN MEMPHIS!

METROPOLITAN MEMPHIS
163,930 FAMILIES
576,700 POPULATION
198,757* Combined Daily Circulation
121,275* Sunday Circulation

SRDS, 11-15-58
*ABC Audit 3-31-58

PLUS: 59% Family Coverage of the 61 Major Towns (Exclusive of Memphis) in the 2½ billion dollar Memphis market.

TOTAL PAID CIRCULATION: Combined Daily 356,433, Sunday 255,182.
ABC Publisher's Statement 3-31-58

"To Sell the South You Must Sell Memphis."

THE COMMERCIAL APPEAL
MEMPHIS
PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

CONSUMER SPENDABLE INCOME $7,440
PER HOUSEHOLD
IN *Remarkable* ROCKFORD

. . . is just another of many reasons why Rockford is . . .
AT THE TOP IN ILLINOIS

Ranking Remarkable Rockford 14th in the United States!
. . . U. S. Average—$5,985 per Household

ROCKFORD MORNING STAR
Rockford Register-Republic

J. Battista Cella, Veteran California Vintner, Dies at 78

FRESNO, April 21—J. Battista Cella, 78, president of Cella Vineyards, producer of Napa wines, who is regarded by many as the dean of the California wine industry, died April 19 at his home here, after an extended illness.

Born in Bardi, Italy, Mr. Cella was brought to this country as a child. After working in the restaurant and wholesale wine and liquor businesses in New York, he and his brother Lorenzo came to California in 1915 and entered the wine business. They established Roma Wine Co., which they sold in 1942 to Schenley Industries. Thereafter, Mr. Cella produced Napa wines at his own vineyards.

His daughter, Mrs. Lloyd E. Yoder, of Chicago, is the wife of the National Broadcasting Co. vp and general manager of Chicago stations WNBQ and WMAQ. Another daughter, Mrs. Louis A. Petri, is the wife of the president of United Vintners, San Francisco, maker of Petri and Italian Swiss Colony wines and Gambarelli & Davitto vermouth.

JACK BEDDINGTON

LONDON, April 21—Jack Beddington, 66, deputy chairman of Colman, Prentis & Varley, a leading British agency, and chairman of Voice & Vision Ltd., its public relations subsidiary, died April 13 at his home here.

Mr. Beddington attended Wellington College and Balliol College, Oxford. During World War I he served with the Army. After the war he went to China for Shell Petroleum and served there nine years until he was invalided home in 1928. At Shell's London headquarters he became successively publicity manager and assistant general manager. He was credited with coining one of Britain's best known advertising slogans: "That's Shell, that was."

He was appointed joint staff manager of the petroleum board at the outbreak of World War II, and in April, 1940, he took over as director of the films division, Ministry of Information. Mr. Beddington was responsible for a number of documentary movies including "Desert Victory" and "The True Glory."

He joined the board of the Colman, Prentis agency after the war and had been deputy chairman for the past several years. He was also a director of the Andre Deutsch Ltd. publishing house.

JOSEPH W. HICKS

BRADENTON, FLA., April 21—Joseph W. Hicks, 59, former public relations executive in Chicago, died April 17 in a Bradenton hospital.

Mr. Hicks was president of the Jos. W. Hicks Organization, Chicago pr company, from 1942 to 1957. Before that, he was a pr and advertising executive for the Standard Gas & Electric System, and served in various editorial capacities on newspapers in California, Washington and Kansas.

Born in Oliver Springs, Tenn., Mr. Hicks was active in professional, civic and business organizations in Chicago. He was a member of the board of governors of the Chicago Federated Advertising Club and a member of the Publicity Club of Chicago. He had been a resident of Anna Maria, Fla., since 1957.

WALTER J. AVERY

BOSTON, April 21—Walter J. Avery, 60, ad director for Commonwealth Shoe & Leather Co. for 32 years until his retirement a year ago, died April 14 at South Shore Hospital, Weymouth. He resided in Whitman, Mass.

A native of Boston, he attended local schools and was decorated for heroism in World War I. During World War II he organized the Catholic Youth Organization "Star Monthly Bulletin," which was sent to Whitman service men everywhere.

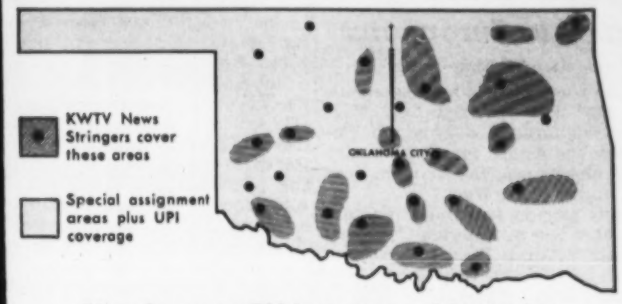
CHARLES O. HEARON

SPARTANBURG, S. C., April 21—Charles O. Hearon Sr., 83, editor of the *Spartanburg Herald* and a former publisher and co-owner of both the *Herald* and the *Spartanburg Journal*, died April 12 at General Hospital of a heart ailment..

Mr. Hearon was a widely known figure in civic, agricultural and soil conservation circles. A native of Bristol, Va., he began his newspaper career on the Richmond newspapers. He, with others, organized the *Bristol Herald* many years ago.

Mr. Hearon came to Spartanburg from Bristol in 1906 as editor of the *Spartanburg Herald* when the newspaper was owned by the Gonzales family.

News Stringers for KWTV OKLAHOMA CITY cover the KWTV Community



News from every Oklahoma town and hamlet funnels into KWTV through a network of KWTV's own news stringers, plus the facilities of KWTV's own news staff and UPI. It's *Community* Coverage NEWS that makes KWTV Oklahoma's No. 1 television station!

BUY the TOWER with SALESpower in Oklahoma!

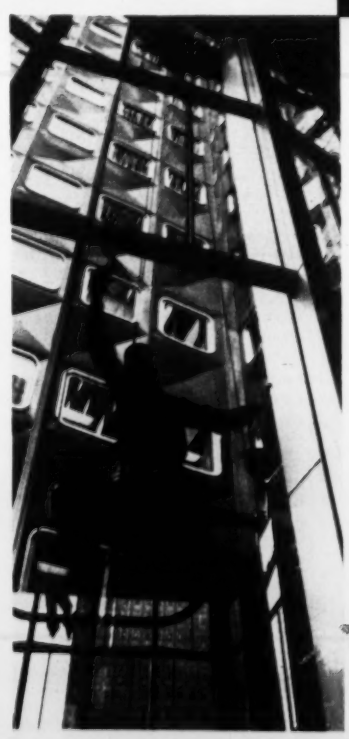
CBS

See your PETRYman

Frank L. Mayee, president of Aluminum Company of America and Pittsburgh's Man of the Year. His company helps create a wonderful world of tomorrow through imaginative uses of aluminum.

This is Pittsburgh

Carl Ide, outstanding KDKA-TV personality watched by 696,000 people every evening at dinner time.



Richard Hartman, one of the 4.5 million people reached by KDKA-TV, easily Pittsburgh's first station.

Home of the Alcoa building, landmark of a new architecture . . . and the home of KDKA-TV, the most-watched station in the entire Pittsburgh area. Let KDKA-TV show you what real sell can do for your product.

GATEWAY TO THE FUTURE 1758 PITTSBURGH BICENTENNIAL 1958 59

KDKA 2 TV Pittsburgh
Represented by PGW
WBC Westinghouse Broadcasting Company, Inc.

Ogilvy 'Creates' New Account: Pushing U.S. Travel to Europeans

(Continued from Page 1)

Ogilvy's agency is now responsible for. But they featured New England fall foliage, a grove of Sequoias, the Amish farming country in Pennsylvania, the canyons and mountains of the West.

They carried such headlines as: "What to See in America If You've Got Only Three Weeks," "America Invites You to Visit Its 26 National Parks," "The Most Unexpected Thing about America Is Her People," "Escape to the 19th Century in Pennsylvania," and "These American Trees Were Living in the Time of Christ."

In discussing the campaign, Mr. Ogilvy said he thought it in the public interest that the campaign, or something like it, should run. He told reporters before his speech, "We will do what we can to bring it about," and "We seek no commercial advantage from it." He emphasized that any manufacturer or carrier who wants to run it is welcome to it, that they may have the campaign as it exists, or OBM will turn it over to their agencies to be adapted.

■ Along with the advertisements, Mr. Ogilvy showed results of United States Information Agency studies made in western European countries about what people there liked or disliked about Americans. In summary, the British liked Americans for their friendliness and generosity; the Italians liked the friendliness and progressiveness; the Germans liked the generosity, progressiveness and love of freedom. The French liked Americans' progressiveness, idealism and efficiency.

In summary of their dislikes, the British disliked Americans' boastfulness. The Italians thought Americans too wasteful, the Germans thought Americans too materialistic, and the French thought Americans too superficial.

■ In surveys in various western countries, certain aspects of American problems loom large. One was the Negro problem, which made a tremendous impression in areas like Scandinavia. Another important area was the feeling that Americans act as if they are better. A third—perhaps surprisingly—was that the capitalist character of the American economy was a cause of dislike.

Mr. Ogilvy said of the campaign that it had been conceived in terms of avoiding boastfulness or stressing possessions and emphasizing love of freedom and ordinary people's lives.

Adman in the News . . . Robert M. Ganger

The new chairman of the American Assn. of Advertising Agencies is the first to have been at one time president of a major advertiser.

Robert M. Ganger rose from office boy to partner in one agency (Geyer, Newell & Ganger, now Geyer, Morey, Madden & Ballard). He spent three years as exec vp and president of P. Lorillard Co. And, since 1953 he has been chairman of D'Arcy Advertising Co.

In recent years D'Arcy has registered dramatic increases in billing, and is estimated to be billing more than $60,000,000 in 1959.

■ Agencies, Bob Ganger says, have one major problem—"the low rate of profit." The departing chairman, Dave Danforth of BBDO, did an excellent job of explaining the implications of the low profit rate, Bob Ganger said, but it remains of serious concern.

The only cure: "We will have to charge for more services." He doesn't anticipate difficulty, because, he says, advertisers are sympathetic to agency needs. They repeatedly have said, "We don't want you to lose money," when they understand the problems with which the agency is faced, he pointed out.

New products represent a particularly difficult aspect of the problem. They are, of course, extremely costly for the advertiser in research, development and launching. They are also costly for the agency, which undertakes the requisite research, creative time and marketing plans.

■ Mr. Ganger can speak knowingly about new products. Kent cigarets were launched during his tenure as president of Lorillard,

Robert M. Ganger

and D'Arcy masterminded one of the most important of 1959's new products, the red hot Studebaker Lark, on the sales success of which hung the fate of the company and the prosperity of South Bend.

In general, Bob Ganger thinks that if a collection were made of stories like the Lark's success, it would have a tremendous impact among advertising's critics in Washington and elsewhere. ("Can you imagine an advertising tax in the face of that kind of evidence?" he asks.)

■ The criticism concerns him, but he thinks it's largely due to a misunderstanding of advertising. On the whole, he says, advertising "is a great business, and doing a better job all the time." He concedes that it has a splinter segment "of malpractice, as all businesses do."

But "the agency business is contributing more than it ever has before in its life," and "it's respectable, dynamic, exciting—and it can increase the share of market for clients, when advertising is properly used," he says.

He believes that a better corporate attitude toward advertising is still needed, and he notes that few financial men are aware of marketing's importance.

Here again, he says, the problem is understanding. The big challenge to advertising, he says, is to be better understood. He thinks it would be helpful if the advertising business were to think of itself as more of a unity—if advertisers, agencies, media and suppliers could understand that they have many common problems and that they need to work in harmony to solve them, and that they need freedom of action to do the job.

■ When Bob Ganger talks about D'Arcy, an agency which registered startling new business gains last year, he repeatedly stresses "balance."

Balance, he says, means diversified accounts—55% package goods, 35% automotive-TBA (tires-batteries-accessories), 11% corporate. Balance means that no client accounts for more than 15%-16% of the total billing. Balance means a fairly equal proportion of billing in each medium. Balance means a broad ownership base—there are 160 owners of D'Arcy, all employes. And balance means a weighing of research and creative forces in advertising. (But Bob, who built a reputation on being research minded, now says "creative comes first.")

■ Bob Ganger, who blew a trombone to finance an education at Ohio State, and who has spent almost all his adult life in advertising, reports that advertising "has been wonderfully good to me."

His son, Robert, now in his last year at the Harvard graduate school of business administration, intends to work in the marketing end of business. #

14% of Seattle Families Make $10,000: 'Times'

(Continued from Page 3)

continued to give ground.

■ Automatic appliances continue to gain new customers. By this year 61.7% of families have fully automatic clothes washers, compared with 46.2% three years ago. The number planning to buy an automatic washer was 6.6%, highest since 1956. Families with automatic dishwashers total 11.7%—almost double the number three years ago.

Home food freezers are owned by 22.6% of Seattle families, and 3.5% more plan to buy this year. In television, 93.3% now have tv, and 14.4% have more than one set; 6.6% plan to buy this year. More than one out of four have an outdoor barbecue.

Brand loyalty appears to be high in the Seattle area. Of approximately 175 products on which consumers were asked to state their brand preference, only nine found a change in the top position.

In frozen fish, Booth moved into first position with preference by 26.1%, nosing out Captain's Choice, which had 25.9% this year and was last year's first choice.

■ Lemon juice, a product where reported use has doubled in six years, found ReaLemon, second place to M.C.P. in the last survey on this item in 1955, moving into first spot with preferences of 41.3%, compared with 12.2% for M.C.P.

In canned whole kernel corn Libby with 22.9% nudged out Niblets with 22.5%. In toilet tissue, Scott (23.6%) and Zee (22.6%) moved ahead of the leader of recent years, M.D., which had 19.9% in this highly promoted field.

Hair dressing for women found V. O. 5 taking first spot with 27.9% and pushing Suave, with 20%, into second place. Hair tonic or dressing for men saw Vaseline preferred by 20.5% to take a lead over Wildroot (16.7%). Another toilet preparation, hand cream, found Pacquin at 24.3% in first spot, while last year's leader, Avon, was second (23.9%). Pacquin had held first position each year since 1951.

In the automotive field, preference for tires shifted by a narrow margin from Firestone to Goodyear, the latter with 17.9%, and Firestone with 17%.

In one other shift, Prince Albert pipe tobacco with 13.6% took the lead from Sir Walter Raleigh, with 12.6%. #

department, stressed the importance of interesting the audience in commercials. (For other news about Mr. Sidebotham, see story on Page 136.)

■ "We look for entertaining stuff to wrap around commercials, because we need an audience," Mr. Sidebotham said, "but if it weren't for those three minutes a half-hour there'd be no tv operation in this room."

And, he added, "We're probably the only group in the country that fix our snacks during the show and rush back into the living room to catch the commercial.

"Actually that fact—that uncommon interest in commercials—is the thing that causes us to produce uninteresting, unbelievable commercials."

■ The curse of the commercial, he indicated, is its self-centered approach. "In our business, hundreds of people are talking to themselves in public—and paying tens of thousands of dollars to do it. If the man on the street conversing with himself—for free—is nuts, the people who *pay* to do it are really crazy."

Some Sidebotham tips on commercials:

• "Commercials shouldn't be prepared as an annual report. Annual reports are for people with money invested in something . . ."

• "Be interesting. Attract. Entice . . . You and I should be concerned about the poor, toothless commercial that sees only retreating backsides or vacant stares that indicate turned off minds."

• "Be specific. State your case in simple, agreeable terms . . . Any kind of research will tell you you can only impress one or two major points on a viewer, in a given commercial . . ."

• "Be honest . . . Stick not only to the letter but the spirit of the thing. Modest claims made in flamboyant ways somehow come out as dishonesty."

■ In opposition to meetings and brainstorming sessions, Anthony C. Chevins, vp and creative director of Cunningham & Walsh, argued that creativity is attained when one is alone. He argued for the Positive Power of Lonethink and went on to advance Chevins' Law of Diminishing Creative Returns:

"One man's brain plus one other will produce about one half as many ideas as one man would have produced alone. These two plus two more will produce half again as many ideas. These four plus four more begin to represent a creative meeting, and the ratio changes to one quarter as many, etc."

■ Nor does he give research much house room:

"How many light bulbs do you think Edison would have invented if he had been interrupted every five minutes by another [research] study? How could he have invented anything if he had constantly to study lengthy tomes such as 'Why Light Bulbs Will Never Replace the Candle in Keokuk,' or 'The Light Bulb. Who Needs It?'"

■ "It's extremely difficult to create," he complained, "when everyone is constantly deluging you with facts, facts, facts—plans, plans, plans—projection, hypotheses, conclusions. Today we take days, weeks, even months for ingestion—little or no time for digestion—and then a shallow shot at creation. And too many of our ads look it."

He admitted that "it's nerve-racking to wait for that next Nielsen," and said, "The slide-rule seers can now *prove* we're lousy. But we don't have to run scared. They may be able to prove how bad we are but they still haven't been able to get any copy out of that silly slipstick."

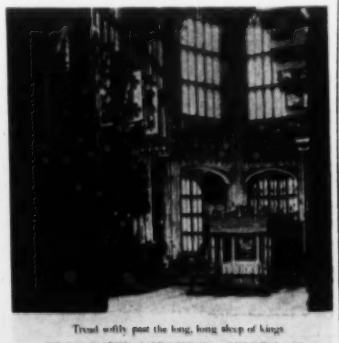
Another burden, he said, consists of "those hindsighters who look back in sorrow and keep asking us why we're not as good as the old-timers. How in the world do we know? And how do we know we're not? I'm not sure we're not better.

■ "Under the present setup I don't believe some of the oldtime, alltime greats would have lasted through their cubships.

"Some would have probably become frustrated by our mental togetherness and meetingitis and voluntarily quit.

"Others would have been sitting ducks for some sharp-eyed research man.

"Can you imagine the motivational mayhem that 'Reach for a Lucky instead of a sweet' might have caused? Can you imagine any of us getting that line past our business-conscious brethren?"



KUDNER WINNER—*The first annual Arthur Kudner award for "excellence in creative writing for institutional advertising" was presented by the Arthur Kudner Foundation to Clifford Field, of Ogilvy, Benson & Mather, for his advertisement for the British Travel Assn. It was also praised by Advertising Age's Creative Man (AA, Feb. 16).*

Lincoln U. Cites Four for Human Relations Efforts

Lincoln University's journalism department, Jefferson City, Mo., has given awards for significant contributions to better human relations to Michael Bradshaw, editor of the *Toledo Blade;* Arthur Ochs Sulzberger, assistant treasurer of the *New York Times;* Lloyd E. Yoder, vp of National Broadcasting Co., and Julius Haber, Radio Corp. of America's community relations director.

Citations of merit for outstanding performance in journalism were also presented to Thomas W. Young, president of Guide Publishing Co., Norfolk, Va., and Joseph V. Baker, board chairman of Joseph V. Baker Associates, Philadelphia.

K.O. Bates Now Bates & West

K.O. Bates Advertising, Los Angeles, becomes Bates & West, with Harvey West becoming a full partner with Mr. Bates in the two-year-old agency.

My, how ten years change the figures!

Ten years ago the Chicago Sun-Times was last in Sunday department-store advertising.
Today it's a lively FIRST! The figures for the first three months of 1959:

Sunday American, 297,482 lines . . . Sunday Tribune, 598,125 lines . . .

Sunday Sun-Times, 607,912 lines!

CHICAGO SUN-TIMES

FIRST in Sunday department store linage

FOR THE FIRST QUARTER OF 1959

PHOTOGRAPHIC REVIEW

Sproull Reid Blatchford

RECEPTION—*Chatting at reception before the spring award dinner of Industrial Marketers of Detroit are the speaker of the evening, Ralston B. Reid, manager of advertising and sales promotion, General Electric; William Sproull, director of advertising, Burroughs Corp., and Robert Blatchford, vp of Grey & Kilgore. Certificates were presented to 16 members of the club's marketing research course.*

Sackheim Cohen Kiebler Botway Coleman Hyde

JUDGES AND WINNING CAR CARD—*New York agency judges who selected the Coca-Cola Bottling Co. of New York ad as the National Assn. of Transportation Advertising's car card of the month for April were Ben Sackheim, president, Ben Sackheim Inc.; Stanley Cohen, director, outdoor media, Compton Advertising; Milton Kiebler, vp, Benton & Bowles; Clifford Botway, media supervisor, Ogilvy, Benson & Mather; Donald Coleman, account executive, Marschalk & Pratt; and E. N. Hyde, account executive, Doyle Dane Bernbach Inc. The winning card was selected from among 83 entries.*

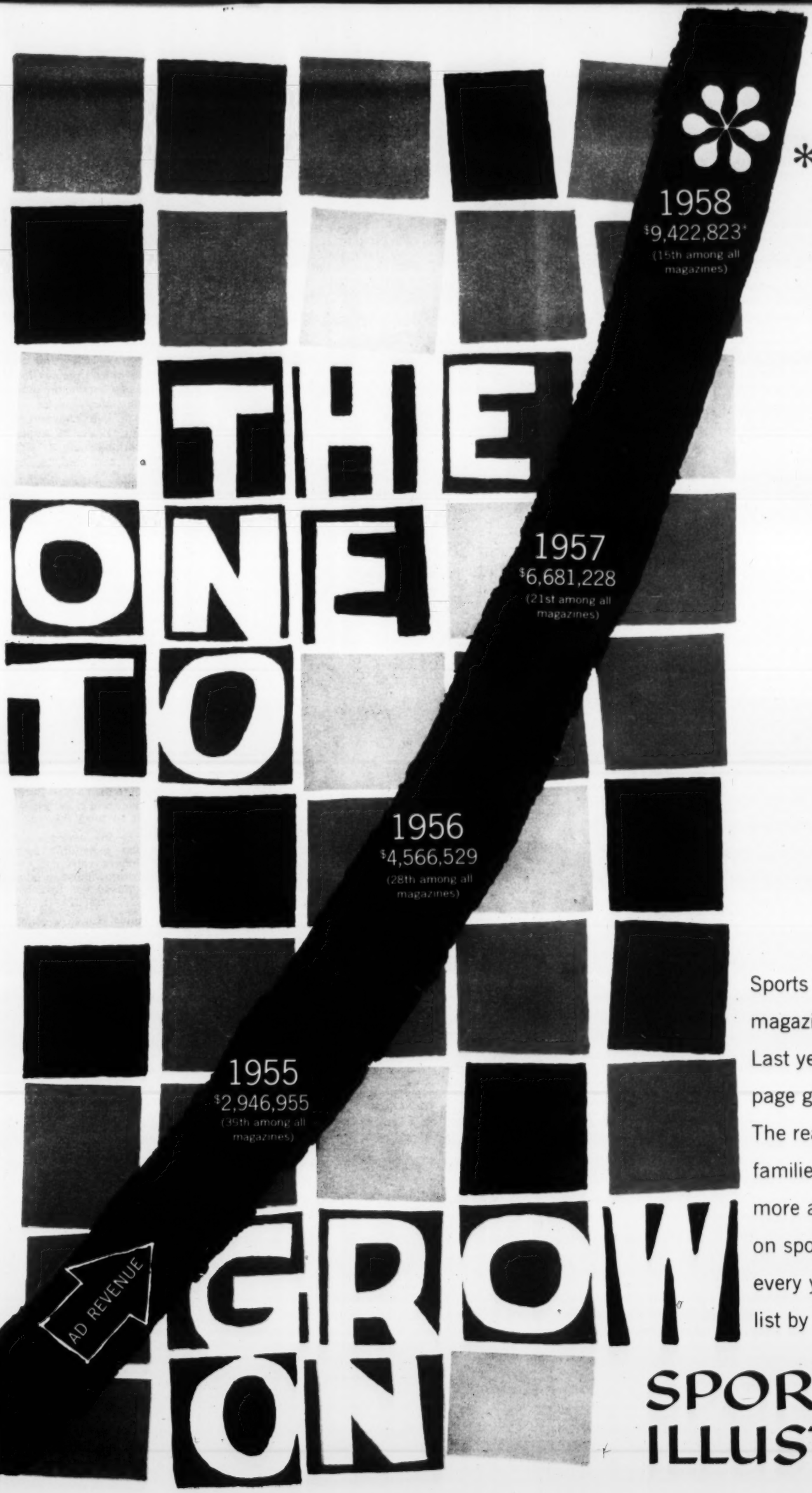
CHILDREN'S DAY—*The two art critics here are William Mulvey, exec vp of Cunningham & Walsh, and son Christopher, 6, discussing the agency's 9th annual children's art show, part of the festivities for C&W's annual children's day.*

Mrs. Ascoli Ogilvy Borghi

AT OVERSEAS PRESS CLUB—*Prominent among those at the recent Overseas Press Club dinner on the occasion of the tenth anniversary of The Reporter were Mrs. Max Ascoli, wife of the publisher; David Ogilvy, president, Ogilvy, Benson & Mather; John J. Borghi, general manager of The Reporter.*

STATEHOOD SALUTE—*Special statehood editions of Hawaiian newspapers will carry this quarter-page ad prepared by Atherton Mogge Privett, Los Angeles, for its client, Pacific Hawaiian Products Co.*

WHOOPING IT UP IN THE PISTOL PALACE—*Some typical scenes from "Silver Spurs," 25th annual Gridiron show of the Women's Advertising Club of St. Louis, which has become a major social and civic event in that city, as well as a fertile source of funds for cancer research. At upper left, the sprightly can-can line, and at right, a somewhat less agile group of old timers. In the center above are a gal swooning at the feet of Rosselini, who sings, "Why can't I get 'em to the church on time?", and Dorothy Ward, who has been in all 25 shows and who played "Fanny the hostess" in this year's show. In the lower row are a gal demonstrating a new hormone cream, three displaced workers lamenting that nobody rides the railroads any more, and (at right) a general view of the stage as a Sherman Adams-Bernard Goldfine skit is enacted. In the center picture a can-can dancer is flanked by the bartender (Bea Adams, director of the show), and Bess, the barmaid (Bonnie Dewes, producer of the show).* *See story on Page 2.*



*And first quarter of 1959 is again up by 25%. Source, P. I. B.

Sports Illustrated is the growth magazine in advertising today. Last year it posted the largest page gain of any magazine. The reason? The five-figure income families of America are spending more and more of their time on sports and the good life every year. Strengthen your media list by adding the one to grow on...

SPORTS ILLUSTRATED

The magic word is....FREE!

The S. Jay Reiner Company, Inc.

155 Mineola Blvd., Mineola, N.Y.
Pioneer 7-5300
Twelve Years in Business
Twelve Years of Dependability

Combine the magic lure of free prizes that stimulate the imagination with a dramatic contest theme . . .

Add to that 12 years of creativity, dependability and experience offered by The S. Jay Reiner Company. . . .

And you have all the ingredients of a promotion that will provide a dynamic increase in sales!

The S. Jay Reiner Company provides you with exciting prizes based on comprehensive surveys of consumer prize preferences . . . an over-all selling plan that puts new life into your entire organization . . . expert supervision over every detail of your promotion — all of this designed to pay off where it counts most — in sales! You do not pay for the prizes, just a nominal service fee for the entire "package". Want to know more? **Phone, wire or write.**

Survey Shows New Car Prospects Dip in Milwaukee

(*Continued from Page 3*)

years not directly comparable.

"In many cases," the report states, "the leading brand in the table shows a decline which can be attributed almost entirely to the change in questioning."

■ Here are a few of the results of the survey:

• For the second year in a row, the percentage of people planning to buy a car during the year decreased—16.6% in 1957, 15% in 1958 and 14.2% in 1959. Of these, the percentage planning to buy a new car dropped from 54.2% in 1957 and 53.4% in 1958 to 48.5% in 1959. Despite the 15% figure for last year, however, 29.8% of the car owners interviewed this year (not necessarily the same people) said they purchased the car in 1958. Among the makes of cars people plan to buy this year are Ford (by 18.3%), Chevrolet (17.9%), Rambler (12.6%), Oldsmobile (8.2%) and Buick (7.3%).

• The Great Atlantic & Pacific Tea Co. stores were listed by 37.6% of the people as the places they last bought groceries. Next highest category comprised independent neighborhood stores (12.2%); Kohl's stores were third with 11.9%.

• More Milwaukeeans are buying instant coffee—59.6% this year against 54.9% last year. Brand leaders in this category remained the same—Maxwell House (20%) and Sanka (15.5%)—but Butter-Nut (14.2%) moved from less than 1% last year to third this year.

• Swanson is the overwhelming leader in the expanding frozen complete dinners category. Over 82% who bought those products said they purchased Swanson's last.

• A spectacular growth was noted for Zest, which scored less than 1% in the "toilet soap for bath" category last year, and now leads the pack with 21.4%. Ivory (15.9%) is second, followed closely by Lux, Dial and Camay.

• Among tv set makers, RCA Victor leads the field; 28.9% of the people with sets own RCA. Others: Admiral (18.9%), Philco (10.2%) and Motorola (9.4%).

• The percentage of households which bought a new home freezer dropped for the third consecutive year—13.5% in 1957, 12.2% in 1958 and 10.5% in 1959.

• Alcoholic beverages as a whole remained about as popular as they have been during the last three years; 82% of those queried said they buy alcoholic beverages for home consumption. Scotch, vodka, gin and grape brandy increased in popularity. Whisky and wine were purchased by a smaller percentage than in previous years.

• There was a slight increase in the number of persons who said they drink beer (88.1% last year and 88.6% this year), reversing a previous mild decrease. Blatz leads the popularity parade with 27.5% of the respondents saying they bought that brand last. Schlitz was second with 16.2% and Hamm's was third with 10.6%. #

FIRST IN 71 YEARS—*The first Four Roses ad to depict a woman in the 71-year history of the brand will appear during May in color pages in Life, Look and The Saturday Evening Post. Young & Rubicam is the agency.*

Located in central southern Michigan, Jackson is a natural buying center for 179,190 people living in the city and retail trading zone.

Earning better than average wages and salaries, 45,200 persons are employed in this market, according to a recent Michigan Employment Security Commission report.

One of Michigan's important markets, Jackson is easy to blanket with your print sales messages. With 97% of its circulation concentrated in the city and retail trading zones, Jackson Citizen Patriot, daily and Sunday, reaches practically every one of these able-to-buy families in the area.

Include Jackson, Michigan, in your sales plans. Call or write the Booth man in your vicinity for complete information about this profitable market.

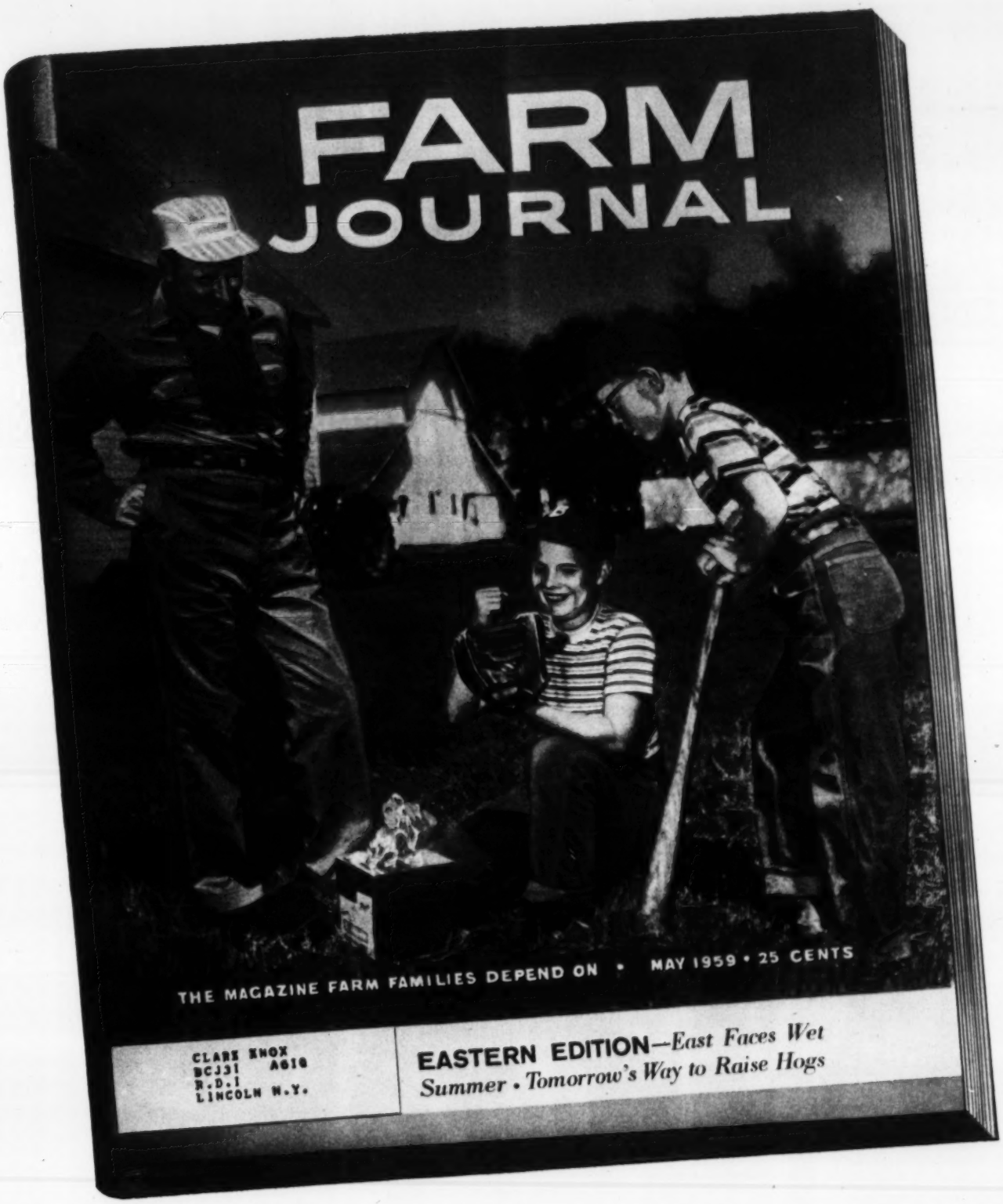
JACKSON CITIZEN PATRIOT

NATIONAL REPRESENTATIVES: A. H. Kuch, 260 Madison Ave., New York 16, MUrray Hill 5-2476 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Cramer-Krasselt Names 3 VPs

Cramer-Krasselt Co., Milwaukee, has elected three new vps. They are David V. Malec and Dan G. Mitchem, account executives, and Richard B. Skeen, copy chief.



37th MILLION DOLLAR ISSUE

FARM JOURNAL ranks among the nation's top dozen magazines in advertising revenue per issue.

FARM JOURNAL is the magazine farm families depend on. FARM JOURNAL is the magazine advertisers depend on to tell and sell prosperous farm families *everywhere*.

Smiles Aplenty as Newspaper Executives Congregate

Lewis Horner Lux Maier

1. *John F. Lewis, of the St. Paul Dispatch and Pioneer Press, chats with Joseph Horner, of the Green Bay Press-Gazette, and Irwin Maier, of the Milwaukee Journal. At rear is John F. Lux, of the Herald-News, Joliet, Ill.* **2.** *Millard Cope, of the News-Messenger, Marshall, Tex.* **3.** *Charles Manship, of the Baton Rouge State Times and Advocate, who is president of the Southern Newspaper Publishers Assn., is shown with Tom Tanner, secretary-manager of SNPA, at the ANPA convention.*

Cope

Manship Tanner

Knight McDowell Spahn Jackson

4. *James L. Knight, of the Miami Herald, and C. Blake McDowell, of Knight Newspapers, Akron, listen as Robert Spahn of the Oklahoma City Oklahoman and Times speaks. At right is Albert N. Jackson, of the Dallas Times-Herald.* **5.** *Richard L. Jones Jr., of the Tulsa Tribune and World, signs in at the registration desk.* **6.** *C. E. McKittrick, of the Chicago Tribune, talks with John Moffett, of the Minneapolis Tribune, between sessions of the American Newspaper Publishers Assn. convention in New York.*

Jones

McKittrick Moffett

Bixby

Davidow Hubbell

Dwight Conland Council Tarver Faber

7. *Tams Bixby Jr., of the Muskogee Phoenix and Times-Democrat, has a laugh with Leonard S. Davidow, of Family Weekly.* **8.** *Elmer S. Hubbell, of the Press, Middletown, Conn., chats with William Dwight, of the Holyoke Transcript-Telegram, and Henry J. Conland, of the Hartford Courant.* **9.** *John C. Council, of the Tampa Tribune; Jack Tarver, of the Atlanta Journal and Constitution; and Clark Faber, of the Tampa Tribune.*

'Naked Maja' Is in Trouble Again –as Mail Piece

(*Continued from Page* 3)

lascivious interest on the part of the average man."

To this United Artists replied that the Goya nude has been reproduced in scores of books and magazines, readily available in libraries, bookstores and newsstands. "Perhaps spring has gotten into the blood of the Post Office," it was suggested.

While the Post Office was refusing to handle postcards of the painting, a United Artists ad picturing the painting in newspapers and *Ebony* was successfully getting through the mails without controversy. As part of a 13-insertion contract with *Ebony*, the film company is running a b&w page and promoting the movie in the current issue. Featured in the ad is a small 1½ x 3" reproduction of the painting. This ad is also running in "a number of newspapers" —about 65% of the papers offered the ad.

■ Earlier this month, the company had sought an injunction to prevent the Post Office from refusing delivery to newspapers and magazines containing ads for the film —an action that the Post Office branded as a publicity stunt. The ad in question at that time featured a reproduction of the painting.

Monroe Greenthal Co. is the agency. #

Adam Young Sets Study to Improve Audience Measuring

To promote a more intelligent use of spot radio, audience measurement surveys should be geared to the needs of the advertiser, according to Adam Young Inc., New York. The radio station representative has undertaken a project to develop areas of maximum advertiser interest for two of the markets in which it represents stations.

Maps showing the proposed areas—Pittsburgh and Tulsa—have been sent to more than 1,500 advertising agencies and advertisers. Respondents are requested to indicate the "advertiser areas" as they see fit, adding or subtracting counties to show what they consider a "reasonable area of prime interest to Pittsburgh (or Tulsa) advertisers." Adam Young feels that current methods of determining radio audiences do not provide quantitative evaluation.

KVPD Gets Three More Badger Meter Subsidiaries

Klau-Van Pietersom-Dunlap, Milwaukee and Chicago, has been named as the agency for three subsidiaries of Badger Meter Mfg. Co., Milwaukee. The subsidiaries include Counter & Controls Corp., Milwaukee, manufacturer of automatic circuit controls and sheet counters; Measure-Rite Inc., Alhambra, Cal., maker of main-line, irrigation and special purpose meters, and Precision Products, Tulsa, manufacturer of mechanical timers, instruments, precision parts and assemblies. Badger Meter has been a KVPD client for more than 25 years.

Sunlight Chemical to Horton

Horton, Church & Goff, Providence, R. I., has been appointed advertising and public relations agency by Sunlight Chemical Corp., Phillipsdale, R. I., producer of household products. Potter-Repak Advertising, Providence, is the previous agency.

Industrial Research Expanded in Slump, McGraw-Hill Finds; Further Growth Seen

NEW YORK, April 21—Industrial research and development increased 12% in 1958, despite the recession. And industry will invest 7% more this year than in 1958 in new plants and equipment.

These are the outstanding findings of the 12th annual survey of "Business' Plans for New Plants & Equipment," conducted by McGraw-Hill Publishing Co., released last week at a press conference by Dexter M. Keezer, vp and director of the company's department of economics.

"One of the most important economic developments of 1958," Mr. Keezer said, "was the decision by U.S. business to increase expenditures for research, despite the impact of the recession on sales and profits.

"Expenditures for research and development conducted by business totaled $8.2 billion in '58, a new record, and 12% over the 1957 total.

■ "This year," Mr. Keezer said, "business is planning another large increase in research and development to a total of $9 billion. Long range plans call for a rise to $10.6 billion by 1962."

Mr. Keezer stressed that industry's attention to research and development has been an important factor in helping to shorten the recession and said that it will assure a continuing flow of new products and new processes.

More than 95% of the research performed by business is done by manufacturing companies. The aircraft industry leads with $3.3 billion planned for '59; electrical equipment is second with $1.6 billion.

"This is the first time any information has been available on industry expenditures for research facilities," Mr. Keezer said. "It permits more detailed analysis of the purposes of capital spending programs and affords a new measure of the total research effort of American industry."

■ Commenting on modernization vs. expansion, Mr. Keezer said it was significant that manufacturing companies will spend more money to modernize their producing facilities in '59 than in any previous year, including the record year of 1957.

"This effort to update obsolete and worn out plants and equipment," he said, "will continue in the years 1960-62. Manufacturing companies expect, on the average, to devote 65% of their plant and equipment outlays to modernization. This is the highest proportion reported for this purpose in a McGraw-Hill survey since 1950."

A special survey by McGraw-Hill last August indicated it would cost $45 billion to replace all the facilities that manufacturing companies then considered obsolete. The cost of replacing obsolete facilities in all U.S. business was estimated at $95 billion.

"With a step-up in the proportion of capital spending devoted to modernization," Mr. Keezer conceded, "the proportion planned for expansion is smaller than in any survey since 1950.

"Manufacturing companies plan to spend only 35% of their plant and equipment outlays for expansion in '59 and the same proportion in 1960-62. This is a smaller percentage for expansion than was reported in last year's survey for '59-61, which was 38%."

■ About 30% of business' total capital expenditures this year will be for buildings, 4% for motor vehicles and 66% for other machinery and equipment. In manufacturing, the proportion going for buildings will be smaller, only 21%.

Other highlights of the current survey:

• Manufacturing companies at the end of '58 were operating at an average rate of 80% of capacity.

• Sales of manufacturing companies are expected to be 9% higher this year and to show an additional increase of 18% by 1962.

• Manufacturing employment is expected to rise less than half as rapidly as sales: 3% this year and 8% between 1959 and 1962.

■ "Financially," Mr. Keezer said, "business appears in a strong position to support its present plans for capital expenditures, and even to increase them. The main reason is that the flow of funds from depreciation will be rising steadily. By 1962, business expects to be getting $26 billion a year from depreciation deductions, 21% more than in 1958. This year's depreciation deductions of $23 billion will provide more than two-thirds of the funds needed for capital expenditures.

"Nevertheless, almost half of the companies participating in the survey state that they would spend more on new plants and equipment if depreciation allowances permitted by the tax law were substantially increased over the next few years.

"For the long run," Mr. Keezer reemphasized in conclusion, "industry's program of research and development offers the promise of new products and new processes, and the need for new producing facilities to take advantage of these advances."

The increase in spending plans reported in the McGraw-Hill survey, it was pointed out, confirms the trend reported a few weeks ago in the annual survey conducted by the U.S. Department of Commerce and the Securities & Exchange Commission, and also the sharp rise in industrial building contracts reported by *Engineering News-Record* during the first three months of 1959. #

Schick Offers New Shaver

Schick Inc., Lancaster, Pa., will introduce a three-speed electric shaver on "Phil Silvers Show" (CBS-TV) late this month and will support it with a print campaign to kick off with a color spread in the May 4 *Life*. Newspaper and spot tv advertising are slated for selected markets. Benton & Bowles, New York, is the agency.

Dairy Group Names Fessel

All Star Dairy Assn., which is made up of 46 independent dairies throughout the U.S., has named Fessel-Siegfriedt Advertising, Louisville, to handle its advertising.

Whether it's PRINTED BROADCAST TELECAST

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright — accusing your Agency, Client or personnel. SO — have our unique Excess INSURANCE, to cushion the claim — effectively, inexpensively.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

How Mr. Toymaker GETS TWO-COLOR BAG TOPPERS

at little more than ONE-COLOR COST

Reproduced, in miniature and in black and white, is one of the many appealing rackline toy packs distributed by PAK-A-TOY, Division of Sells Enterprises, Inc., of Atlanta, Georgia.

Colorful foldover bag toppers, like the one shown, are used on every Mr. Toymaker package. The toppers serve a triple purpose—as identification label, price tag and hanger.

When the printing of these toppers was ordered, someone used imagination and specified red ink on Canary Beckett Cover. Thus, an attractive "two-color" piece was created with only one press run. The added cost was small—for colored inks cost little more than black inks, colored papers cost little more than white paper of equal quality. Canary Beckett Cover was a perfect choice. The bright color flags buyer attention and the toughness of the stock assures sharp scoring and folding and tear-free punching for rack suspension.

Get a color practically *free* on your next one-color job by using a Beckett colored paper. A wide range of beautiful colored papers is available in nine popular Beckett grades.

BUCKEYE-BECKETT PAPERS

THE BECKETT PAPER COMPANY • HAMILTON, OHIO

What's in Petroleum Week for District Pipeline Superintendents?

A DISTRICT PIPELINE SUPERINTENDENT finds plenty in Petroleum Week. For Petroleum Week broadens the horizon of more than 45,000 men in the oil industry, at all levels and in all segments. It's the magazine where busy oil men keep informed, where they get up-to-the-minute reports on the news, technical developments, and trends that affect their daily activities. Out of this information they acquire the industry perspective so vital to doing a good job.

A good, responsible district pipeline superintendent has to keep informed, and that's why he likes Petroleum Week – oil's most readable magazine. He supervises the construction, operation and maintenance of the pipelines and gathering systems. He gets involved in a variety of purchasing decisions, and takes more than a passing interest in important tools of his trade.

District pipeline superintendents are among the many thousand subscribers to Petroleum Week who are actively and directly engaged in the pipeline segment of the industry.

Whether you want to reach superintendents or presidents, technical men or operating men, the pages of Petroleum Week can carry your advertising messages effectively, for all groups of buying influences are covered. That's why more and more companies are placing more and more advertising in this magazine in 1959.

PETROLEUM WEEK

Oil's Most Readable Magazine

All paid audited circulation

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N.Y.

One of a series of portraits of oil industry management and operating men.

District pipeline superintendent for major gas transmission company photographed near Houston by W. D. Murdy.

Feature Section

Advertising Age

C.M. Scans 'Proprietary Pattern'

The 'Wordy Wonderland': Woolf

Tag Law for Appliances: Weiss

Smallest Agencies Do Marketing

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'On the Brink of a Marketing Age' . . .

How to Run an Agency in Germany—Know Government Ad Restrictions, Marketing, Politics, Too

By Robert Douglass Stuart

Suppose you, as an account executive in a major U. S. advertising agency, suddenly found yourself in the middle of an agency in Frankfurt, Germany. You would feel at home. The language used by your colleagues would be English, if they knew you could speak no German.

As you walked through the agency you would find the offices as modern as any major U. S. agency—possibly even more modern. Along the corridors you would see signs pointing to the same familiar agency departments you have at home. You would see client products displayed in the reception room and current ads along the corridor walls.

If you were in the Frankfurt branch of a stateside agency, like J. Walter Thompson or Young & Rubicam, the similarities would be great. Branches of U. S. agencies follow the organizational pattern of the parent.

Basic Differences in German Advertising Confront U. S. Admen

After a casual, but discerning, look at your "new" agency you would conclude it is quite the same as in the states and you would decide you could operate in Germany just as you could in New York or Chicago.

And you'd be wrong—dead wrong! While advertising in Germany has many superficial similarities to the U. S., underneath there are basic differences which cause prematurely gray hair for U. S. agency men who come to Germany determined to operate as they did at home.

■ Opportunity exists in Germany, however, for the marketing man who will recognize the differences and then make use of his advanced U. S. marketing knowledge within the framework of those differences. The principal requirement is to use the trick of retrogression . . . you must recognize that in some things Germany is 20 years behind us, in others only ten, but in no case is marketing as advanced here as in the U. S.

Germany is on the brink of a marketing age, but it is still in a *distribution* age. German manufacturers still distribute their products and hope the consumer will find them. They are only beginning to pre-sell their products, to use advertising to make people want to buy.

■ If you can put yourself back in time to 1938 in the U. S. you will see many of the patterns of German business today. Those were the days in the U. S. when the wholesaler was still prime in almost all forms of distribution. In Germany, today, the wholesaler is still king and the American who rushes in to apply the direct selling methods he has used at home, even where seemingly logical, is in for a rough time.

Competition is almost gentlemanly—on the surface. Government regulation has made it so. Many U. S. copywriters would be tongue-tied here. Regulation prohibits the use of unprovable claims in advertising. As one U. S. agency man here put it: "The use of 'er' and 'est' words is simply knocked out."

How Regulations Plague Admen

The basis for governmental regulation is that one should not try to steal business from a competitor. You should approach the market as though in a vacuum—as though you are the only manufacturer. If you have an exclusive feature you may stress that in your advertising, but you had better not compare it with competition. If you have no exclusive feature you can see what a problem you face.

If you step out of line the government will slap a "cease and desist" order on you . . . normally as the result of the complaint of a competitor. Your competitors, you find, are not as gentlemanly as you first thought; they wait until you have your "objectionable" advertising committed to expensive film for tv spots and theater showings before they make their complaint. This way the "cease and desist" really costs you money.

■ Advising clients on merchandising programs in good U. S. style has the same dangers. You are effectively blocked by government regulation from using the simple, familiar tools you use back home. There are restrictions on sampling. The rules pertaining to contests are so tricky that it hardly seems worth while to run one. You can't require the consumer to do *anything* in order to enter your contest. Hence, contests aren't very effective.

These are not the only major problems you would face here. You discover early that although the client employs you, he's not ready to give you all the information you think you need to do a job. But, if you think back 20 years in the U. S., you will recall much of the same closed-mouth attitude (and even a little of it today). Traditionally German business men don't tell *anyone* their business. It wouldn't be feasible, for example, to attempt seminars here like those of the American Management Assn., where executives trade problems and solutions. It takes a lot of persuasion and no little time to get a client to reveal the figures you think you need to do a good job.

Clients Don't Know Marketing

You'll find that you face a constant educational job. This is true in the states, too, but here when you talk "marketing" to a client he probably has no real idea of what you mean. You must continually educate him in what you mean. More often than not the client will say, "We know what the customer wants," even when you know he is ignoring the changes that have occurred in his market's needs since his company was founded 50 years ago.

Constantly you'll have to make the point with a client that you are in business *with* him and that your agency rises or falls with the success of its clients. It wasn't too long ago that agencies in Germany ceased being brokers and became agencies as we know them. Agencies were held in low repute and it is an uphill fight today. Sound familiar? It does to any agency man in the U. S. who joined the business before 1930. (U. S. agency men here wonder if the German agency business will eventually have to grow through a period of "popular unpopularity" such as now plagues American agencies. Everything else has followed the pattern; perhaps this will, too.)

■ There are few agencies in Germany which are full-service agencies in the sense we know them. The 14 members of the GWA (the German agency association which most closely resembles the American Assn. of Advertising Agencies) do offer full service. Dr. Joachim von Rohrscheidt, permanent executive of the association, points out that the standards of the association are such that any agency meeting them is capable of providing full agency service to a client.

Although GWA won't comment on the qualifications (or lack of them) of nonmember agencies, it takes little investigation to reveal that, as in the U. S., all kinds of "agencies" can be found. Many work on a purely job basis, rather than a planned, regularly retained basis; most of them fail to provide many of the basic services which U. S. advertisers generally believe an agency must perform.

Some major problems face you in media. Tv, for example, is a popular medium with many clients. Only trouble is you can buy only one channel (and that now becomes available commercially throughout West Germany only this month). On that channel there is only one half-hour per day in which commercials can appear. Six minutes of this half-hour (7:30 to 8 p.m.) are allotted to commercials. Imagine the scramble for time on this limited schedule! All commercial time for 1959 was sold out in early September, 1958, and was allocated on a first-come, first-served basis. Any client wanting time after that was just out of luck.

■ If you can find time available, you can use it for liquor advertising. There are no tv restrictions and several brands are using this medium.

Triple Spotting? In German TV Ten Commercials Run Back-to-Back

Not merely do you have a problem of limited time, but you find your commercials running back-to-back in a group of six to ten, run off consecutively. Commercials appear in the first and last three minutes of the program. Still, your chances of good rating are high. Sets in use reach 60% during the commercial half-hour—many think the programming is better than during the rest of the broadcast day. At least, it is quite like the U. S., with crime and quiz shows predominating.

One station, Munich, offers an additional period of three minutes available for local tv commercials. Even so, this doesn't relieve the squeeze very much. This spring the government is expected to approve the installation of a second channel. This may double the amount of commercial time available. Some agency executives think that, to support a second channel operation, substantial advertising revenue will be needed.

Many agencies believe that tv reaches too few people to be a good buy for ma-

Robert D. Stuart

As more U. S. manufacturers establish overseas affiliates and as international billings of U. S. agencies show substantial increases, the need to understand agency operations abroad has risen sharply. Here are described the special requirements, problems and needs of the agency man in one thriving overseas country—Germany—as seen by Robert Stuart, former editor of Advertising Agency magazine, who has just returned from conducting an eight-week marketing seminar in Germany under a training program developed by Bruce Payne & Associates, international management consultant, for the West German Federal Republic.

jor clients. Others believe that it costs too much. A 30-second spot on all stations costs 17,150 Deutsche marks and presently reaches a possible potential of only 2,100,000 sets. Advertising expenditures here in Deutsche marks are considered to be on a par in local buying power with the buying power of the dollar in the states.

■ Outdoor is quite different here from what it is in the U.S. The basic medium here is not the 24-sheet poster panel; that is unknown here. The Litfassaulen is the basic medium of outdoor. This familiar poster column is found on street corners all over Germany. There are 60,000 available throughout the country. Three sizes of posters are available for posting on them—the largest being about like our three-sheet. A showing is for ten days.

Outdoor rates are based on labor cost and you are surprised to find that it is cheaper to use posters in the cities (where the total labor cost is less) than in the smaller towns. No traffic figures are available; you simply guess at what you're getting.

Clients like posters, however, and every major budget contains an appropriation for them. As a matter of fact, they are so popular that by February of this year it was impossible to contract for space anywhere for the rest of 1959.

■ Radio also is restricted in the amount of commercial time available, although there is more than for tv. The commercial periods are popular because they usually feature pop tunes (many of them U.S.); surveys show that 70% of listeners tune in the commercial periods and that 40% of the listeners like them.

Getting good market research done is a problem, too. In Germany the agency is wise to keep complete control of the job in its hands. There is a painful shortage of good market research people. Where an agency has a qualified person, it sets up the job, keeps a tight control on it (while the research firm does the field work), and the agency does the evaluation. Motivation research is tricky here . . . a couple of firms have good people in their headquarters, but qualified field people are almost nonexistent.

Talent in general represents one of the biggest problems an agency head faces here. While this is a problem in the U.S., too, in Germany it is proportionately worse. There are almost no fully qualified marketing people except for senior executives in a handful of agencies. There is an even greater shortage of men who understand the whole marketing picture than there is of research people.

It's Tough on Copywriters

There are few old copy pros in Germany. In the old-style German agency, copy was written by an assistant to the account executive. There was no copy department. The new concept of agency operations, being followed by the best German-owned and U.S. branch agencies, means educating people to get them to work in the copy department. For years copy was too low on the prestige scale to attract people. Some German agencies have licked this problem by using a system not unknown in the states: No copy department as such; instead, writers are assigned to account groups and work under the account supervisor.

Paradoxically, although there is a severe shortage of needed talent, hundreds of people would like jobs with agencies —many of them not knowing what an agency is. Tom Sutton, head of J. Walter Thompson in Germany, tells about the result of a quarter-page story on the agency which appeared recently in a leading Frankfurt newspaper. "The story appeared on Friday," he told us, "and by Monday we had more than 700 letters from people who wanted to work for us. Most of them didn't even know what an agency is!"

At that rate, Sutton was lucky that the publicity was only a quarter of a page this year. As he said, "Last year we had a similar experience when a full page story appeared about us. That page brought 8,000 letters—mostly from people quite unqualified for any kind of agency work."

German agencies don't proselyte as we do in the U. S. The important agency association (GWA) members have a specific agreement that they will not steal from one another. If an employe of a GWA member walks into your office and asks for an interview, you are expected to inform his employer before you grant it. Some members even feel strongly that no interview should be granted.

It is probably because of this agreement that salary levels have not spiraled upward. While competition for non-GWA member personnel is keen, there are so few qualified persons in this group that salaries are not much affected by it.

How to Be an Account Executive

The requirements laid down for a successful top-level account executive in Germany would frighten many U. S. account executives. H. M. Timm, senior executive of the Heumann Agency (Frankfurt and Hamburg GWA member) outlined the following qualifications, many of which are familiar to U. S. agencies and some of which are not. The account executive must:

1. Be capable of maintaining good relations with clients.
2. Instill client confidence in himself.
3. Be able to lead a client effectively.
4. Be able to get across the agency viewpoint in a psychologically balanced way.
5. Be universally educated . . . not merely a business trained man; must be able to discuss world subjects with the client (and client's wife); must be politically and economically well versed.
6. Be impressive in appearance and action.
7. Be able to speak and write English well (plus his German) and possibly French.
8. Know all aspects of agency operation and be able to deal with clients on the spot in matters of cost, plans and copy.
9. Be able to supervise copywriters, so must know good copy; must be able to work with the art department.
10. Be able to participate in development of plans, guiding marketing department.

■ While most of these requirements (except bilinguality) would be required by U. S. agencies, here greater weight is given to the ability to lead a client (because most clients don't yet understand the marketing viewpoint), and heavy weight is given to being "universally educated." In Europe it is far more difficult to conduct business on a "business" basis than in the U. S. In Germany, as on the rest of the continent, clients rarely are willing to be all business; politics, theater, art, etc., are bound to be a part of the conversation.

German Advice to U. S. Admen

As one might expect, U. S. advertisers are becoming increasingly interested in the German market (and the Common Market). Many are selecting German agencies to handle their advertising here. German agencies have had enough experience with U. S. clients to know what the basic problems in such relations are. The suggestions of German agencies to U S. clients is summed up by Heumann's Timm in these five points:

1. Listen to the advice of your German agency; come to Germany with an open mind; don't believe you know advertising better than men in other countries.
2. Don't believe that all U. S. methods will automatically work in other countries.
3. Learn the language; although English is spoken almost everywhere, you cut yourself off from the economy unless you learn the language.
4. Charge your German agency with creative responsibility; don't think that it will be cheaper to make direct use of your U. S. advertising; (i.e., the use of American models in illustrations is immediately apparent and German women resent it).
5. Do some marketing research before deciding that Germany (or the common market) represents great opportunity; it is sensible to hire a good German agency as a marketing agency to help you explore the potential and, later, as a "home base" agency for the common market if it looks good.

■ Germany is a good place to start common market operations. The opportunities here are tremendous. More than any other common market country, Germany will go through the same stages we have been through. This gives us an advantage. But, unless we're willing to learn the differences between marketing in Germany and in the U. S., we'll never achieve the potential. #

The Creative Man's Corner . . .

Come One, Come All

There is a school of advertising, as any copywriter is aware, which maintains that any proprietary advertising, to be successful, must follow a particular pattern. That pattern usually shows someone in extreme pain, or with part of his inner self exposed as with an X-ray, or proclaims some new kind of medical action. Quite frequently, too, it talks of ingredients that do remarkable things in relieving pain, but it never mentions those ingredients. Or it calls them "secret." Or it uses obviously invented terms for them. And, of course, the layout and type treatment is invariably what is known as "buckeye." (Ohio should sue.)

We cannot quite reconcile the widespread acceptance of this theory with the view that we now live in a scientific age in which people are accustomed to accept scientists as humble, unassuming men who toil with precise instruments in a precise way and are never, never loud spoken or flamboyant.

It seems to us that advertisements such as the three cited are created in the image of the oldtime medicine man, the hawker of snake-oil remedies, the side-show barker. Magazines do no present new medical discoveries in their editorial sections in so cheap and tawdry a fashion. Instead, they treat them with respect and in the most authoritative manner. Can it be that the people who read these magazine articles are completely different from the people who come upon proprietary ads?

We are also acutely aware that questioning the proprietary school of advertising is like questioning the Old Testament or motherhood. It marks one as an esthete, as essentially not a "practical" advertising man. Regardless, we are impelled to question any advertising or any advertising school which so obviously looks upon its customers as suckers and—even when it has a legitimate story to tell—so crassly sets out to "take them in" through loud, insistent and extravagant talk. #

Employe Communications . . .

Welfare Act Is Company Headache

By Robert Newcomb and Marg Sammons
(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

During the last days of the 85th Congress, the Kennedy-Ives labor bill encountered some rough going and it expired without becoming an act. This, the congressional historians will recall, was the so-called restrictive labor bill that was designed to cure all the labor-management ailments. Actually it would have cured next to none. Its successor, the Kennedy-Ervin bill, promises little more.

While Kennedy-Ives was throttled before it could be approved, another bill was passed that may conceivably cause management almost as much annoyance. This is known formally as the Welfare and Pension Plans Disclosure Act, and if you happen to be in the business of communicating with employes, or have anything to do with your company's pension and welfare plans, you should bear in mind that Washington has plans for you. You and the Department of Labor are now going steady.

Under the new law, certain confidential

Photo by Suzanne Szasz

HOW TO TIP THE SCALES IN YOUR FAVOR... Whether it's the bathroom scale that Joan and Jill are playing on – or any other product you buy for your family – you're more likely to select the *right* product when you know in advance how it will perform under actual home-use conditions. That's just what McCall's Use-Tested tag or symbol tells you. The manufacturer's reputation, of course, is your assurance of quality. McCall's Use-Tested endorsement of a product's performance adds a feature-by-feature summary of a product's advantages and tells you how it will perform in your home. *(Most products are now eligible for Use-Testing by McCall's. Manufacturers: find out how your products can qualify by asking any McCall's representative or writing to McCall's, Dept. HP, 230 Park Avenue, New York 17, N.Y.)*

WE USED IT AND WE LIKE IT
USE-TESTED
BY
McCall's
Trademark of McCall's

McCall's, *the magazine of Togetherness... circulation now more than 5,300,000*

information which companies have been legally permitted to withhold up to now, must henceforth become a matter of record, available to employes. The Senate bill as passed now requires employers to file complete and detailed reports of their pension and benefit plans with the Department of Labor, and they must give the Labor secretary permission to "police the operation of these plans." All information on these operations must be open to employes and to beneficiaries.

Thus far the best interpretation of the effect of the new law has been prepared by Robert S. Lane, who heads the employe benefits unit of Socony-Mobil Oil Co. In an article on the significance of the bill written by Mr. Lane and appearing in the March-April issue of "Personnel," bi-monthly journal of American Management Assn., he indicates some of the hurdles erected by the new law:

It can increase administrative costs, either directly or indirectly, Mr. Lane notes, and can change the future pattern of pension investments. Management may look forward to a possible extension of collective bargaining, if only in the sense that it takes additional time to answer questions and to explain procedures. It may invite attention to the cost of the plan rather than to the benefits it provides. It can certainly pave the way for the interference of the federal government in still another province of private enterprise activity.

■ In addition to all that, it can—and probably will—build an employe communications problem of real dimensions. Practitioners in the field should move at once to see that their welfare and pension booklets comply with the new law. They should work closely with the company's legal department to see that anything in process is legally right. They should work as never before to make explanations clear, simple and to the point.

Specifically, what is this apt to mean in management communication with employes? An immediate probability is that many pension and welfare booklets will be junked and new ones written. There is one ray of sunshine in this connection: Most of the booklets on pensions and welfare plans should have been junked long ago. In the sweet name of clarity, this can be a happy day. #

The Peeled Eye Department . . .

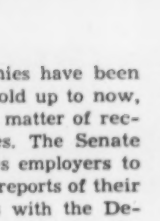
Script-Eaters—Et Cetera

By Dick Neff

Our Strictly-from-Hunger TV Broadcasters

Leon Ronnel, who's with one of our better agencies in Chicago, was kind enough to send us the following intelligence:

A mailing from Kalamazoo for a tv correspondence course with Hollywood in its monicker claims that "television broadcasting companies are literally devouring thousands of scripts each day of the year!"



Dick Neff

Says Leon: "That I'd like to see. Imagine eating thousands of scripts—half baked, presumably—each day!"

Facts and Figures and Stuff

D. Kennedy, whom our readers, if any, know from yore as one of our star contributors, has two items for us this fortnight.

First, he calls attention to the penultimate line of copy in the Gunther Jaeckel advertisement shown here: "Other Character Molders $19.50 to $89.50."

Well, personality maybe. But *character*?

■ Second item Mr. Kennedy spotted was a dictating machine ad that brags about a feature it refers to as double-talk. Should be very useful to motivation research experts.

Now, folks, we hope we don't give you the impression that we're against research.

We wouldn't write a line of advertising copy without looking at all the research we could get that throws light on the problem. For one thing, this makes it easier to postpone the nasty job of writing it. For another thing, you really get an education.

Why, just the other day we ran across this fact in some direct mail sent to people interested in direct mail. "In the research behind Influence Bond," stated the letter, without equivocating for one instant, "we found that people like the feel of money."

■ Well, one more little research-type item, and then back to the glamorous world of creative people and account representatives and stuff.

At the last meeting of the Copy Research Council, which we attend regularly (and which *proves* we like research), the speaker passed on this interesting observation which he'd overheard about the slogan, "Oasis takes you away": "That's really a claim for marihuana."

Gives us a great little idea for a new cigaret brand name: CRAZY.

You could have a real cool slogan for 'em, too—"They're wilder—much wilder."

Ad-ecdote Department

Gil Collins, a copy man of distinction in the liquor field, among others, tells of a liquor impresario, known for his Goldwyn-like remarks, who was describing a deal he'd made with a Macy's executive.

"Well," said a subordinate, "you really get 'em from the top. It's the biggest store in the world."

"Biggest in the world!" said the chairman indignantly, "It's the biggest *anywhere!*" #

Character's wonderfully pretty way of banishing hips—and smoothing out figure faults—in imported nylon elastic lace reinforced with silk panelling. Step-in girdle in a French-y deep nude—$35. Other Character molders $19.50 to $89.50. Corsets, Third Floor

Salesense in Advertising . . .

Advertising's Wordy Wonderland

By James D. Woolf

Creative Consultant

Clyde Bedell in a recent issue of Advertising Age (March 23) made this observation: "Life must be very unreal to many of the people who create ads. They live in wordy wonderlands . . . Just what kind of men read the pitiful clothing ads from cloistered agency copy cells?"

James D. Woolf

I wondered about this and checked through a file of clothing ads I happened to have on my desk. I decided that Clyde's question was fair enough. Examples: "Spring—and suddenly a weight rolls off your shoulders. It happens to you the minute you step into a suit of new happy-medium wool." "You'll feel wonderful in this amazing hat development by Knox." "McGregor's Meteor slacks . . . for that incandescent look." "'Fun's fun' doesn't hold good any more. Now, it's 'fun's *more* fun' when you enjoy it in Massagics." "You're the most important man on the scene when you're perfectly groomed." *Et cetera.*

■ More amazing to me, Clyde, is the wordy wonderland I find in ads of ladies' goodies. One example will suffice:

"to women
"to women
"who don't
"who don't
"sleep well
"sleep well

"Notice how the nighttime magnifies each little noise? Tick-tock. Drip, drip. Things sound so different than they do by day. (Here's how to fix a leaky faucet's nagging: just catch enough drops for your drip-dry *Schrank* lingerie. Dip it, hang it—and it's ready to wear, by dawn's early light. We call it daylight-saving time, *Schrank* time."

Are women impressed and bemused by this sort of wordy nonsense? I think not, but could be. What do you think, Clyde? Ladies are so inscrutable.

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

On the Merchandising Front . . .

Needed: 'Tag Law' for Major Appliances

By E. B. Weiss

The federal law requiring autos displayed in showrooms to show a detailed price tag has apparently performed reasonably well. While it has not lived up to the full expectations of its sponsors, neither has it verified the (professed) fears of the auto industry which, for the most part, fought it quite bitterly.

E. B. Weiss

Having bought a new car this spring—foreign!—I had the occasion to visit a number of auto salesrooms. It goes without saying that I went through the usual fantastic experiences that one now takes for granted when exposed to the "selling" that takes place on auto agency floors. As usual, nobody bothered to take my name; nobody phoned me; there was no follow-up of any kind.

And when I tried to get even a so-called "sales counselor" on one auto floor to compare his car with a competing car, the only comment I could get out of him was, "There's no comparison!" And when I tried to get a Ford salesman to tell me the differences between a Thunderbird and the other members of the Ford family (even including wheelbase and weight) I was met with a stunned silence. When I asked him to compare the Thunderbird with the Jaguar and the Mercedes-Benz the silence was even more stunning.

However, I had better not march too far down that lane. I think that, today, even the auto manufacturers will agree that cars are not *sold* on the retail floor—they are *bought;* and they are bought often against considerable opposition from the professional sales-killers on the floor.

In any event, the point I had started to make is that in each auto agency I visited the cars on display were properly posted with respect to price. And there is no question that there was something definitely reassuring about that display of price. Moreover, the floor attendants (who, I understand, are our foremost poker players) reported that the price posters had simplified their "selling." Indeed, one of these automatons told me that some shoppers apparently conclude that these displayed prices cannot be cut—by law!

So what the auto industry assumed would be a liability has become something of an asset—maybe a small asset, but still an asset.

Now I do not like much legislation controlling marketing. I take the position that marketing should do a better job of controlling itself. However, when an industry plunges into marketing chaos and shows neither an ability nor a desire to climb out of the marketing pit, then the public interest demands legislative control.

■ It appears to me, therefore, that the time may be ripe for somewhat similar legislation with respect to major appliances—and maybe traffic appliances, too.

she won't see

your TV commercial while she's driving to the store

PERHAPS Mrs. Suburbanite sees your commercial—or reads your ad—at home on Monday evening. She's impressed and decides to buy. But she won't be driving to the store that handles your product until Friday. Or maybe it's a week from Friday.

What are the odds she will remember to make the purchase?

It's a cinch that your odds will be a lot better if you have advertising at work *continuously* to keep product, image and desire at the top of her mind!

An effective way to do this job is with reflectorized highway displays by National Advertising Company. Here is supplementary advertising that makes print and broadcast media work harder—that bridges the gap between the point of persuasion and the point of purchase.

There are other reasons why reflectorized highway displays by National Advertising Company deserve consideration. Here are some of them.

A NATION ON WHEELS

The highway display delivers your message at a key time—when the customer is on his way to the store. It is a medium that offers you more than 90% coverage of your market...with 10 exposures per prospect per month on the average. The growth of the suburbs with their above-average-income families has literally put the nation's shoppers on wheels!

LOW COST PER THOUSAND

Reflectorized highway displays rank with the lowest on cost per thousand exposures. But cost per thousand *impressions* is even more significant, because independent research establishes a readership of 42%.

A SELLING DISPLAY NIGHT AND DAY

One-third of all highway travel is at night. But the message is never blacked out, because National Advertising Company displays are reflectorized. During daylight, the message is carried in full color. At night, car headlights bring the displays to life, still in full color, illustrations and all.

ONE CONTACT FOR NATION-WIDE SERVICE

National Advertising Company is the only organization that offers complete highway display service from coast to coast. One call does it all. We secure locations...create and erect signs...inspect, maintain and repair on a regular basis.

FULL AGENCY COMMISSION

These highway displays are subject to agency commission.

Get the facts today. Send for the full color, 8-page booklet that describes our reflectorized highway displays and services for agencies.

DAY AND NIGHT

Some of the famous names that are sold on reflectorized displays:

Marlboro • Pennzoil
Hartford Insurance
New York Bell Telephone
Ralston-Purina • Amoco
Pittsburgh Paint
Coca-Cola
Howard Johnson
Shell Oil • Alcoa
State Farm Insurance

NATIONAL ADVERTISING COMPANY

Subsidiary of Minnesota Mining & Manufacturing Company

Sales and Service Offices in 27 Cities Coast to Coast

6850 South Harlem Avenue **Bedford Park, Illinois**

3M COMPANY

Surely the marketing of major appliances (including tv, radio, phonographs) is in just as chaotic a state as autos.

And there is a particularly troublesome element in the marketing of major appliances, that could be controlled by law, that was not present in the auto field. I refer to the model year—and this is what I mean:

When one goes out to buy a car it is not too difficult to distinguish a 1959 model from a 1958 model. (I am sure that some people have been misled in this respect, but not many.)

However, among major appliances, only a minor part of the public can readily distinguish between current models and older models. What is more, the manufacturers of major appliances quite deliberately promote their older models in ways that make it difficult, if not impossible, for the shopper to determine model year. Next time you see a retail ad offering appliances (tv, radio and phonographs, also) at slashed prices—see whether you can determine the model year of the featured numbers. (Did you know that many appliance dealers do 30% and more of their annual volume on "old" models?)

▪ So, setting aside my dislike for legislative control of the marketing process, and always conscious of the fact that the law is inevitably two steps behind those who want to avoid it, I would like to see Congress take action that would compel the appliance industry to display not only price, as autos now do, but also model year. I think that such a law would benefit the industry itself—would lessen the existing degree of marketing chaos. And I believe it would serve the public interest.

Business, and Profit, in that order.

If we consider our gross income as 100%, these cuts of the pie become 33⅓ for overhead, 46⅔ for salaries for contact, copy and new business (the sum of 13⅓, 20, 13⅓), and 20 for profit.

▪ There is no discrepancy. My 33⅓ overhead percentage includes indirect salaries, which functionally belong here. Take 13⅓ worth of salaries out of this, as accountants do, putting them under "salaries" rather than overhead, and the figure becomes 20%. Put this same 13⅓ worth of salaries into my salary total for contact, copy and new business, and you get 60%.

That's the difference between ordinary breakdown of agency expenses and a functional breakdown which is far more illuminating. All the time an owner, for example, puts into management, belongs under overhead in the allocation of salary expenses. If you put this under "salaries," you just don't know where you are.

▪ Lots of misunderstandings result from agency people thinking of income as 15% on billing, and accountants considering this income as 100%. Remember that 1% out of 15% equals 6⅔% out of 100. Get clearly in your mind which base you are using in your calculations.

But boy, they sure do keep an eagle eye on me, don't they? Thanks, California, hope this clears you up. #

Agencies Ask Us . . .

Even the Smallest Agencies Do Marketing

By Kenneth Groesbeck
Advertising Agency Consultant

"We are worried," writes a Michigan agency, "about the emphasis now being placed on marketing. We have always felt we were safe doing an outstanding plan and copy job, leaving the marketing functions to the sales departments of our clients. We are small; our profit margin is slim, as you know. How in the world can we supply these newly required services? We are dead sure we cannot sell our clients on fees for this work. What do you suggest?"

Kenneth Groesbeck

I will bet you a large red apple that you are already doing marketing, friend from Michigan, perhaps without realizing it. Consider the definition of marketing as *"moving a product or a service, with profit and growth, from conception through consumption."* You who admit you do an excellent plan and copy job, what did you do prior to the submission of your recommendations? How much did you think about the product, its price and its distribution? You protected your advertising, did you not, by making sure that the product was competitively right, that it was available before you created the demand? You supplied point of purchase materials and other merchandising aids? You checked the results of your advertising, and kept your finger on the pulse of the client's sales?

▪ "Sure," you say, "naturally we did all those things. How could you run a good advertising campaign without them? Otherwise, we would have been completely in the dark."

All right, then you have been in marketing up to your ears, probably without knowing it. What a good agency considers part of its services are invariably all the procedures which feed into and protect its advertising. Trouble is, you think of marketing as some abstruse and complicated procedure, "something new" in the service picture. Not at all. It is what you have always done.

Now, of course, if you get into the newer developments of marketing, such as motivation research, then you are adding a service for the client's benefit—finding out something about the buying motivations of his customers which he does not know—and for this you are certainly entitled to a fee. The distinction is, if it's for your education, no charge; if for the advertiser's, charge.

▪ Market surveys to ascertain distribution and trade attitudes constitute another advanced field where the client's sales department should have been on the job, and where the agency should function only if the necessary information is not forthcoming. Here, too, a charge is essential. This sort of work takes time and skilled manpower. The agency is not expected to furnish these free.

Such highly specialized services as package or industrial design are fields in which the agency must call on outside specialists for satisfactory thinking. The agency's art department, or even good outside art services it may be using, are not able to handle these difficult and important jobs. The same is true of public relations work.

Don't be scared by the term "marketing." It's what you are already doing. Only if the client's needs go beyond these customary aspects of agency service, and into more difficult and complicated marketing operations do you need outside help, and for this you must be paid.

▪ A word on the charges. Don't try to double up on these outside costs, because they are expensive to start with, and you will get yourself in very Dutch with the man who pays the bills if you do this.

The formula of basing fees on salary costs, and multiplying these by 2.75 or even 3, applies only to inside salaries, on which you have established an hourly rate by dividing the worker's yearly "take" by 1600 hours.

If you hire an outside industrial designer get an exact estimate and submit it to the client, expecting to add 17.65% in order to receive 15% on your gross. Even then, better talk to the client about it, because the outside charges may be so high, and the amount of work you are required to do, other than picking the individual concerned, may be negligible. Perhaps a small token fee may be more fair.

Accountant's Figures Through Agency Eyes

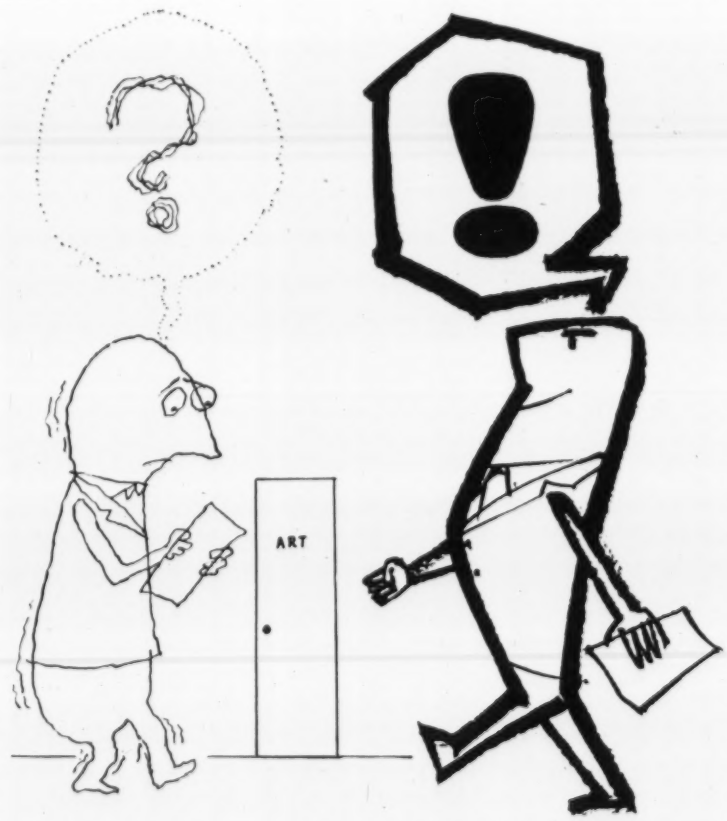
Sharp-eyed agency man from California asks me this week, "How do you reconcile your recommended 33⅓% for overhead with the 20% accountants recommend, and your 46⅔% for salaries with the 60% accountants consider average?"

Our friend is referring to my 5-2-3-2-3 Expense Allocation Formula, with these portions of the 15% received allocated to Overhead, Contact, Copy and Plans, New

DRAWTHINKS

The COPYWRITER'S Art Course by Pinson

How to use a waste basket, No. 1

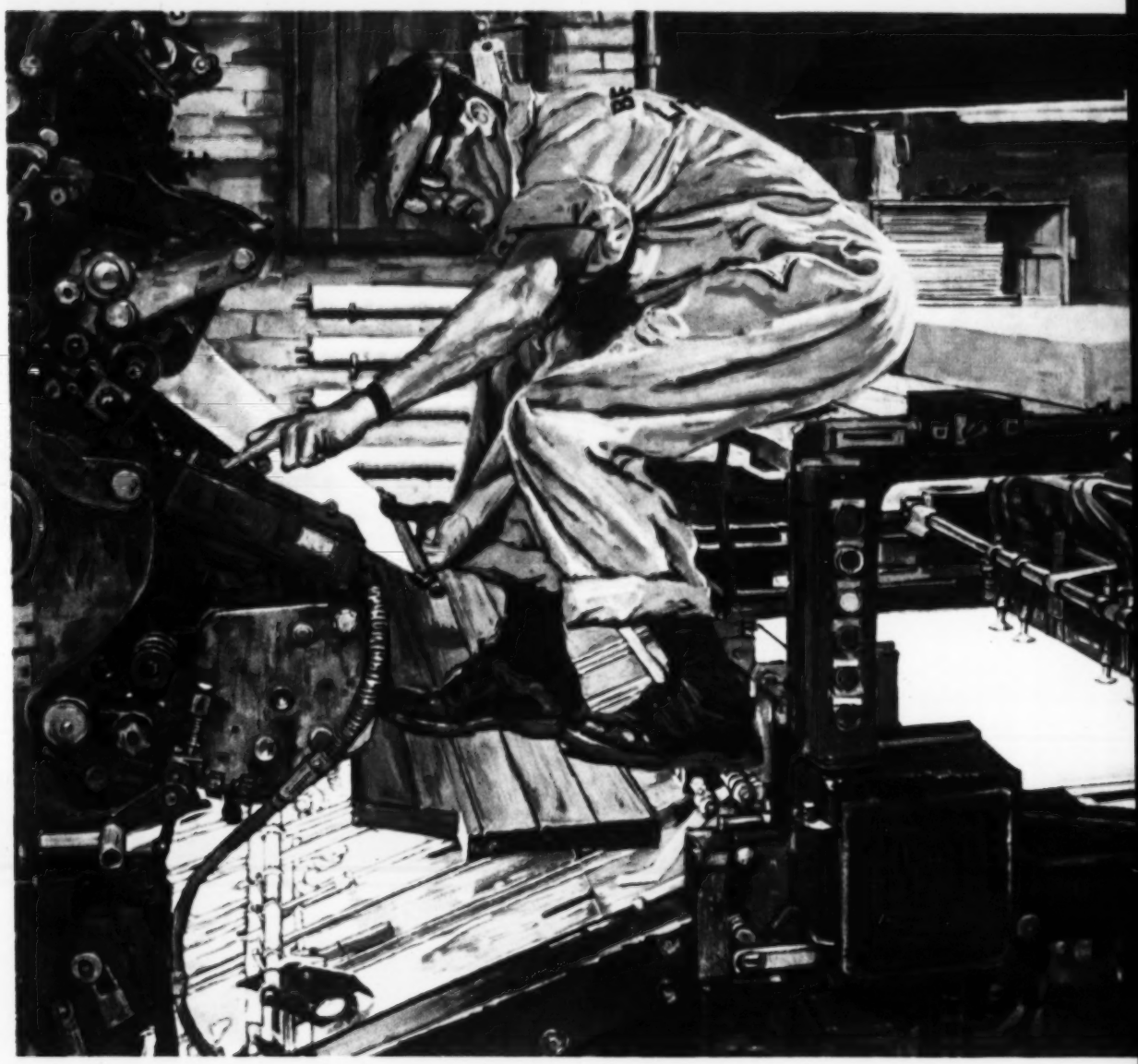


The copywriter at left is about to talk over his copy with Art. He didn't do a copywriter's rough of any kind.

The copywriter at right sketched out his rough while writing. He looked at it, made some copy changes, *then threw the rough in the waste basket.* Just look how much more confident he is, knowing that he's better equipped to discuss the visual problem.

Thanks to Art Director Jack Wilson, Henri, Hurst & MacDonald Inc., Chicago.

To make the most of the power of print
KNOW YOUR PRINTER BETTER!



He's dishing up a plate full of profits for you!

Your advertising message springs to full life under the vigilant eye of the offset pressman. From him it goes out strong and effective as you had planned it. The skill and knowledge of this man and others among your printer's staff can aid you in designing and guiding your print job.

Able to serve you in many ways beyond the mere physical act of printing, your printer, lithographer or silk screen processor will help you plan better, save time and cost, and achieve the quality you seek. Consult him first.

Your printer will measure up to your demands. This we know from long experience in supplying him with the world's widest variety of fine printing papers.

MEAD
papers

One of Mead's fine quality grades is BLACK & WHITE OFFSET ENAMEL. This grade, in the 100 lb. weight, was used to print this insert. You'll find more information concerning this grade on the reverse side of this page.

the offset pressman

He is the man whose careful installation of the plate on the press is just one of many skills. Because offset lithography is a chemical process, he must be familiar with the interaction of inks and water, their effect on rubber blankets and delicate plates, and how to get best results on different types of paper. He must plan the run intelligently and be resourceful when deadline emergencies arise. His responsibilities are great but he handles them calmly and efficiently.

Black & White Offset Enamel

This is a companion grade to long-famous Black & White Letterpress Enamel, but carefully designed with a special coating for top quality offset lithography. Its brilliant white color and smooth surface make it the first choice for the type of work demanding sharp, clean halftone reproduction and maximum richness of color on color process illustrations.

Mead research and technical know-how have produced in Black & White Offset Enamel a paper that can be used with confidence for the very highest quality books, catalogs, magazine inserts and similar exacting assignments.

Black & White Offset Enamel, along with its matching grade, Black & White Offset Coated Cover, have from their inception earned warm approval from the most discriminating lithographers. Both are available in a wide range of sizes and weights through your authorized Mead Merchant.

MEAD papers

MEAD PAPERS, INC.

SALES OFFICES: Dayton • New York • Chicago
Boston • Philadelphia • Atlanta • Cincinnati
Detroit • Milwaukee • Greensboro, N. C.

A Subsidiary of
THE MEAD CORPORATION DAYTON 2, OHIO

. . . imagination in Paper and Packaging

The Case Against 'Editorial Support'

In its April 6 issue, ADVERTISING AGE *carried an editorial emphasizing that it is not the function of any medium to "protect" any particular advertiser or set of advertisers, but only to provide a market and a means of access to that market. The week that editorial appeared Roy Eastman of the Eastman Research Organization discussed another aspect of this general subject in one of his promotional letters. What he says deserves reflection, and we are pleased, therefore, to reprint his letter here.*

"The evil that men do lives after them; the good is oft interred with their bones." Thus it is that we still hear echoes from the Crowell-Collier disaster. There were lessons to be learned, by both publishers and advertisers. Often such lessons are only learned when events have passed into history.

One of these was well epitomized by Ben Hibbs in his William Allen White lecture early in February at the University of Kansas.

"Things were often done editorially," he said, "solely to attract advertising—always a vain procedure, and in the end usually a fatal mistake."

■ It is possible that the erstwhile editors of *Collier's* and *Woman's Home Companion* would deny the allegation, but Hibbs' conclusion is unassailable. Nothing could be more foolish, more suicidal, than for a publisher to prostitute his editorial columns to the fancied service of his present or prospective advertisers.

And by the same token, nothing could be more illogical, or more shortsighted than the advertiser's clamor for such "editorial support."

The type of "editorial support" we refer to ranges all the way from free publicity for the advertiser or his product to planted stories or features intended to create a favorable atmosphere for the consideration of such products. The nature of the advertiser's demand for such support runs the gamut from direct hold-up at gunpoint to ever-so-polite, soft-spoken entreaty.

For a publisher to stand out firmly and unequivocally against such invasion he must be possessed of one of two things, intestinal fortitude (commonly referred to as "guts") or an impregnable ascendancy over his competition. And it is strange how seldom you find one of these without the other.

■ I have called the advertiser's clamor for "editorial support" an illogical thing. It is illogical because if there were any real need of such bolstering up, it would argue that something was wrong with either the product or the advertising.

It is illogical, furthermore, because the only thing that any advertiser can rightfully demand of any publisher is a worth while and receptive audience. Such an audience is best provided through adequate editorial resources and a completely independent editorial policy.

It is no part of the publisher's responsibility to deliver his audience to any individual advertiser, or to sell his goods for him. When any publisher attempts to extend his service into those domains, he only vitiates or enfeebles his service to his readers, the general impact of his publication, and consequently its value to his entire body of advertisers.

There are advertisers who will disagree with this philosophy. We have had correspondence with some of them. They argue that in our present economy the publisher is supported entirely by the advertiser, and therefore the advertiser is entitled to any kind of support he demands. He has bought and paid for it.

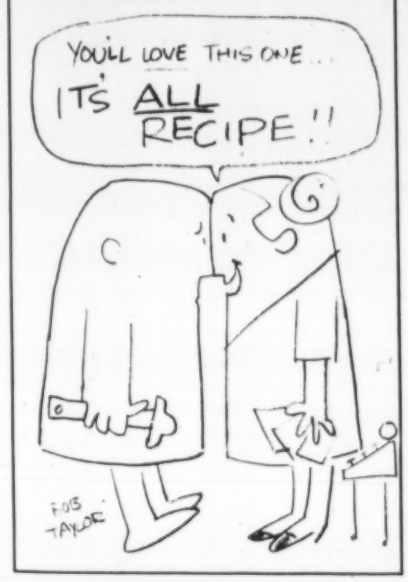
If this argument prevailed it would mean the end of the free press. Indeed, to the extent it is acceded to, the freedom of the press is relinquished.

■ A much more enlightened point of view, which we may hope is entertained by most advertisers, is that the publisher knows more about the publishing business than the advertiser. That therefore he should be credited with knowing how to attract and hold the right kind of readers and how best to serve their interest.

And, most important to the advertiser, the better the publisher does these things, the greater the benefits to the advertisers.

In our 20 years of specialized service to publishers, we have had abundant opportunity to see these principles put into practice and how invariably they work out. And this is true "editorial support."

ART & COPY



for their money before they decide to spend it.

The large ad offers a radio. The radio fits in a man's shirt pocket. Copy says it has "full tone built-in speaker." Full of what? Certainly not what most people think of when they think of full tone. Copy is at an irreducible minimum.

One might figure that people are so eager for a radio at $29.95 they don't care to know anything about it except that it's a transistor radio, but I doubt if that's true.

If the case is "unbreakable," why?

Colors are "pastel," says the ad. But what colors are they? There is no place on the coupon to specify color. People don't care, I guess.

Copy says "FULLY GUARANTEED." What does that mean? Can I get my money back if I find the "full tone" isn't full, and that the "pastel" color nauseates me?

I wouldn't want to limit the sale by calling it a "shirt pocket radio," either.

Is it unsuitable for a woman to carry in a handbag? What does "LONG LAST BATTERY" mean? Will it power the radio for two hours or 200?

■ The Drinking Flask ad is another completely inadequate creation. Prices are reduced, the ad says. After this ad is paid for with the small response it will bring, they will probably be reduced again.

Can you imagine anyone, aside from an individual who had a very bad fall on his head as an infant, ordering from this ad when there isn't the slightest clue, except in a pitiable line drawing, as to the capacity of the flask?

Of course the fact that the price under the Spanish import is $9.50 and under the French import, $8.75, and on the coupon the two prices are reversed, won't help business much.

Is the fitting brass, bronze, or what? Will it tarnish? Will the flask leak if it isn't upright? Will the leather impart flavor to the stuff carried in it? Will the leather remain soft? Will alcohol dry and stiffen it?

I doubt if it will be sent "anywhere free of charge." No doubt this means "postage paid."

Again, that strong claim, "satisfaction guaranteed," but no particulars. What color is the leather? Or the glass porron?

■ The Isle of Capri box is a "Musical Masterpiece," whatever that means. It adds "gracious charm" wherever it's used. And it plays "Continental" music.

It's "inlaid and beautifully finished." But what it's made of, and inlaid with, are secrets. The illustration looks like wood. If it is, is the inlay wood? Is it shell, plastic, mother-of-pearl? Stone? Don't people care?

I have always thought publishers about the only entrepreneurs of importance who sell anything in big volume with complete unconcern as to whether what they sell performs well or not.

If newspaper publishers understood advertising and went halfway to see that retail advertisers understood it and how to use it, they could get much higher rates, and advertisers would get much more response and everyone would be happier.

True, a minority of papers do give advertising counsel and assistance. A portion of those that do, do a good job. Others simply help the stores waste their money. I believe a magazine of this type, out beating the bushes (perhaps) for ads, ought to tell new and small advertisers a few of the facts of life about mail order advertising. It would substantially reduce the mortality rate among the advertisers.

Musical Masterpiece, Exquisitely Inlaid!

Imported from

THE ISLE OF CAPRI

A most unusual cigarette box 'conversation piece' that adds gracious charm to the smart hostess' coffee table or the discriminating executive's desk! Plays soft Continental music when you open the lid! Hand crafted, inlaid and beautifully finished in every detail by the master craftsmen of the old world! Quantities limited by import so act now. Only $6.95 ppd. Free color catalog shows other 'Capri' imports of musical cigarette boxes.

Charge to your Diners' Club account

HAMPTON-PARK, Dept. 109
P.O. Box 5145, Philadelphia 41, Pa.

Learning from the Retail Ads . . .

The 'You Guess' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Here are three consumer ads from a recent issue of a magazine, reaching some 800,000 members of a celebrated club. They all seek direct response because they all say: "Charge to your (or my) Diners' Club account."

Since the magazine carries advertising month after month, some of the ads must pay off. But it is a safe bet that a great many of them don't. Ads like these shown here are testimony to the naivete of many people in business.

■ Granted that U. S. prosperity is unparalleled, still most men and women want to have some idea of what they will get

IMPORTED LEATHER DRINKING FLASKS!
(BOTAS)
SALE...prices reduced!
Samples sent for inspection FREE of charge.
Special discounts for bulk prices!
Your satisfaction is guaranteed.
A discriminate gift made of custom durable imported leather from France and Spain. Will hold any type of liquid at any temperature far.
THE MAN WHO HAS EVERYTHING
Businessmen • Hunters • Fishermen • Bar Accessory
Campers • Skiers • Outdoor Sports • Traveling
SENT ANYWHERE FREE OF CHARGE
was $8.75
was $9.50
SEND COUPON NOW
Also "persons" (glass BOTAS made in Spain) decorative and perfect for bar or table use. Only $4.75.

Along the Media Path

El Diario de Nueva York, Spanish-language daily, has enlarged its weekend edition with eight pages of color comics from King Features Syndicate.

• Four A's conventioneers this year who drool over the food at the Greenbrier, can get repeats of the menu at home by having their wives clip the recipes from **Better Homes & Gardens'** "Famous Foods from Famous Places" feature which, in the April issue features recipes from the famous hotel.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines — a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

BACON'S CLIPPING BUREAU
[illegible] Jackson Blvd., Chicago 4, Illinois
WAbash 2-8417

• **WDSU-TV** has installed local Videotape facilities, making it the first Videotape operation in New Orleans.

• **Fairchild Publications'** four-month promotion directing attention to the growth potential of "Mid-America" in its publications, was climaxed during the week of April 8 with special sections in its three daily business newspapers on "Mid-America Moves Ahead." The features were seen in *Home Furnishings Daily, Women's Wear Daily* and *Daily News Record.*

• **Missile Design & Development** will put out its first annual "Electronic Systems and Components Issue" in June. The issue will cover ground support systems, missile-borne electronic systems, etc. The issue is expected to carry the largest advertising of any single issue.

• **The National Religious Publicity Council** has given an "Extra-ordinary Citation of Merit" to WMAL-TV, Washington, for its tv series, "The Life and Teachings of Jesus." It is the first time the organization has given an award to a tv station. Merit awards also went this year to *Look* and the Associated Press. The WMAL-TV series, which was an accredited college course, was produced in cooperation with the American University in Washington and the Council of Churches.

• One of the biggest single promotions aimed at increasing British-American trade was published as part of the **New York Times** on Sunday, April 19—a 16-page all-advertising magazine sponsored by British and U. S. business interests.

Benghauser Martin Dreier Becker

FOIL FASHION—*To mark the appearance of an aluminum foil promotion by Aluminum Co. of America with a full-page ad faced with a sheet of foil in the Chicago Tribune May 10, Mother's Day, a candlelight dinner and fashion show was held at the swank Ambassador Hotel. Here model Helen Martin looks over the ad with William Benghauser, ad manager, and Robert L. Becker, president, Wearever Aluminum Inc., and A. W. Dreier, general display advertising manager, Chicago Tribune.*

• The **Philadelphia Inquirer,** crowing about a total of 119,040 lines of mail order advertising by 1,749 advertisers in its Sunday "Today" magazine section, sent out tall drinking glasses to agencies and advertisers throughout the country. Screened onto the glass over sharpened pencils is: "Today, America's Biggest Newspaper Mail Order Magazine, The *Philadelphia Inquirer.*" Inside the glass, a small two-color pamphlet goes into great detail.

• **WERE,** Cleveland radio station, imported a group of real Indians to spark festivities for its season-opening luncheon honoring members of the Cleveland Indians baseball team.

• Not one to let National Secretaries Week (April 19-26) slip by, **Blair-TV** and **Blair Television Associates** mailed orchids to secretaries of the men they bombard all year with promotion and sales pitches. Card enclosed extended thanks for the outer office assist in helping the company pitches hit the boss's desk.

• **Metalworking,** the general magazine of the metalworking industry, is celebrating its third anniversary as a Cahners publication with its April issue.

• **Together** will mark the 175th anniversary of the founding of the Methodist Church with a 128-page souvenir issue in November, featuring capsule histories, biographical sketches, full-color "Americana" tourist map, etc. Cover price will be $1.

• In its regular edition of Friday, April 10, the **Montreal Gazette** published for the fifth consecutive year its annual "Real Estate Review."

• The **Baltimore Evening Sun** won top honors for its general excellence in typography, the **Baltimore News-Post** for the best editorial and community service, and the **Salisbury Times** for the best news picture in the first annual Better Newspaper Contest for dailies, sponsored by the Maryland Press Assn.

• The 100th anniversary of continuous publication by the **Rocky Mountain News,** Denver, was celebrated April 16 by the Advertising Club of Denver. The *News* completed its first 100 years on April 22.

• Add to list of advertisers using newspaper scents: the Blomquist Furniture Store, Rockford, Ill., announced its 47th anniversary with a full page in the **Rockford Morning Star** and the **Rockford Register-Republic** showing a big red rose. The rose was scented.

• **Parents' Magazine's** annual presentation of children's fashions for retail buyers—"Young Trends for Fall, 1959" featuring fashions for toddlers, girls, pre-teens and boys—has been scheduled for Tuesday, May 19, in New York. For further information write: fashion promotion department, *Parents' Magazine,* 52 Vanderbilt Ave., New York 17.

• **Department of New Laurels:**

Cosmopolitan had an advertising revenue gain for January-June, 1959, over the previous year, of 25%. It represents an increase of 20% in advertising space.

An increase of 61% in revenues was shown in the first quarter of 1959 by **New Jersey Business,** the magazine of the New Jersey Manufacturers Assn.

Woman's Day's advertising space for the first five months of 1959 is 30% ahead of the same period of 1958.

1958 was **Ebony's** biggest advertising year. A total of 850 pages was purchased in 1958.

TV Guide's ad revenue for the first quarter of 1959 was more than 25% greater than in the same period of last year. The magazine had gross ad revenue of $2,354,837 for the quarter, 25.35% ahead of the comparable period last year.

In the first quarter of 1959, **Parade's** advertising dollar was up 15% over 1958.

The **Philadelphia Daily News** has had an increase of 150% in its department store linage for the first three months of 1959 over the comparable period of a year ago.

Popular Mechanics' advertising volume for January-May, 1959, is up 4.1% over the same period a year ago. =

Glenda the beautiful secretary

"I tried out eight new carbon papers last week. The boss says I'm his Bureau of Standards."

After all, who's more interested in office supplies than the girl who's going to use them? And for information about everything for the office, secretaries look in their own professional magazine. That's why it pays to advertise your office product to the 140,000 secretarial career women who subscribe to . . .

TODAY'S SECRETARY *magazine*
330 West 42nd Street, New York 36 • LO 4-3000

GROWTH

The *Morning* Courier-Express and the *Sunday* Courier-Express are Buffalo's two fastest growing newspapers, both from a circulation and advertising linage standpoint . . . good reasons why *your* advertising will pay in this progressive newspaper.

ROP COLOR available both daily and Sunday

Member Metro Sunday Comics and Sunday Magazine Networks

Buffalo Courier-Express

Western New York's Only Morning and Sunday Newspaper

Representatives: Scolaro, Meeker & Scott

Pacific Coast: Doyle & Hawley

West German Ad Volume Rose 16% in '58; Dailies Got 55%

FRANKFURT, April 21—Advertising expenditures in West Germany took another great leap forward in 1958.

Preliminary figures available here put the 1958 total at 3.5 billion marks ($833,000,000), 16.6% ahead of the 1957 expenditure of 3 billion marks ($714,000,000).

West German advertising volume has tripled since 1952.

Daily newspapers continue to be the No. 1 medium, accounting for 55% of total expenditures. #

'Civil War Times' Launched

Civil War Times, a 12-page monthly tabloid "historical newspaper" about events before, during and after the Civil War, has appeared on newsstands in Gettysburg, Pa., with a per copy price of 40¢. The publisher is Leroy E. Smith of Gettysburg. The editor is Robert H. Fowler, editorial writer for the *Harrisburg Patriot-News*. The new publication says it has 2,000 subscribers and its first issue ran 4,000 copies. Solicitation of advertising is being planned.

Beresford Edmonds Ireland Bethell

TRIUMPHANT—*H. W. Beresford, overseas publicity executive, and C. L. P. Edmonds, export sales manager of Britain's Standard Motor Co., get together at distributors' meeting in New York with Alan F. Bethell, president of Standard-Triumph Motor Co., importer of the Triumph TR-3 sports car and Triumph sedan, and Harry M. Ireland, senior vp of Doherty, Clifford, Steers & Shenfield, the Triumph agency.*

LOUISVILLE

A Major Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 9 out of every 10 families

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

392,839 DAILY COMBINATION • 311,073 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

SAN DIEGO CALIFORNIA

PLEASURE-IS-A-BUSINESS MARKET!

San Diego's 1959 income from tourists and conventions will total approximately 150 million dollars – a figure which places this Pacific playground high among the nation's resort centers.

A thriving tourist industry is just one of many economic factors which make San Diego the third largest market in the 11 western states and the fastest growing major metropolitan area in the entire country. Contributing to a stable and diversified economy are aircraft and missile manufacturing, permanent military activity, rich agricultural production, and one of the fine natural harbors of the world.

To sell this great and growing market, advertise in **The San Diego Union** and **Evening Tribune.** Combined daily circulation: more than 200,000. Facts Consolidated surveys show 84.4% readership, unduplicated.

The San Diego Union | EVENING TRIBUNE

"The Ring of Truth"

COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering San Diego, California—Northern Illinois—Springfield, Illinois — and Greater Los Angeles — Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Blame FDA for Its Lipstick Ban if Woman Looks Pale as Lovesick Man

NEW YORK, April 21—The pale delicate look now promoted in lipsticks may fade into the pale no-lipstick look if the Food and Drug Administration makes good its proposal to ban 17 coal-tar colors used in lipsticks.

Almost every lipstick made today uses at least one of these colors; in fact, without them "modern lipsticks cannot be manufactured" and there are no substitutes in the offing, according to the Toilet Goods Assn.

The association hastens to add, however, that there's no cause for alarm. At the very earliest, it would take four months to put the proposal into effect, and by then "the matter will be all cleared up."

■ The association's confidence stems from the fact that the FDA admits that no reports have been received of injury to users of lipsticks or other products made with the disputed colors. The proposed ban is based on tests which proved that the colors caused "definite injury" when they formed 1-5% of the total diet of test animals.

For lipstick users, however, these colors form, at the very most, only .0006 of the total diet, much too minute a quantity to harm anyone, the association maintains.

The crux of the problem is that legislation now requires the FDA to guarantee that a color is harmles per se, rather than harmless as used. Nothing is harmless per se, the industry points out—if you drink too much water you'll drown; spinach contains oxalic acid which is deadly in big doses, etc.

The solution, the industry hopes, is a draft bill now being readied by the FDA and the various industries it administers. The bill would give the FDA authority to establish tolerances for an additive rather than banning it entirely.

■ First reaction of several cosmetic companies to the ban—as checked by ADVERTISING AGE—was confidence that their brands did not contain any of the disputed colors. In fact, one cosmetic man even suggested that a company whose lipsticks did not include the colors would do well to advertise the news. But with a little investigation, the companies began to realize that almost 100% of all lipsticks would be affected by the FDA ruling.

Although one or two observers pointed out that products have been killed by smaller rumors than this one, no one really thought the lipstick market would be badly affected by the FDA proposal. Conversely, it was believed that should the colors be de-listed, the greatest hoarding spree in history would be set off. Lipstick is one item women will not be scared out of using; especially since they've been using it for years with no noticeable ill effects. #

CBS Tells of Top Earnings

Columbia Broadcasting System racked up the best sales and earnings returns in its history during the first quarter of this year, Frank Stanton, CBS president, told stockholders last week. Chairman William S. Paley said the company's capital expenditures in 1958 totaled $33,000,000, excluding the purchase of films and film rights. He said $24,000,000 was spent for acquisitions and $9,000,000 for expansion and improvement of plant and equipment. The company expects its capital expenditures to run around $15,000,000 this year.

Two Join Quinn-Lowe as VPs

Thomas A. Quinn, formerly on the merchandising and sales promotion staffs of the *New York Daily News*, and A. B. Crampton, formerly advertising manager of Albert Ehlers Inc., New York coffee packer, have joined Quinn-Lowe, New York, as vps. Mr. Quinn will supervise the new business department of the agency, and Mr. Crampton will be the agency's merchandising director.

SOUTHERN CALIFORNIA CAMPAIGN—*Prentiss Corp., distributor of Carrier air conditioning in Southern California, is placing painted bulletins like this in an eight-month campaign in Los Angeles and San Diego counties. McNeill & McCleery, Los Angeles, is the agency which created the board for Prentiss.*

U.S. Rubber Promotes All

Raymond A. All has been named to the new post of director of marketing of the textile division, U.S. Rubber Co., New York. Mr. All previously was assistant to the vp and general manager of the company.

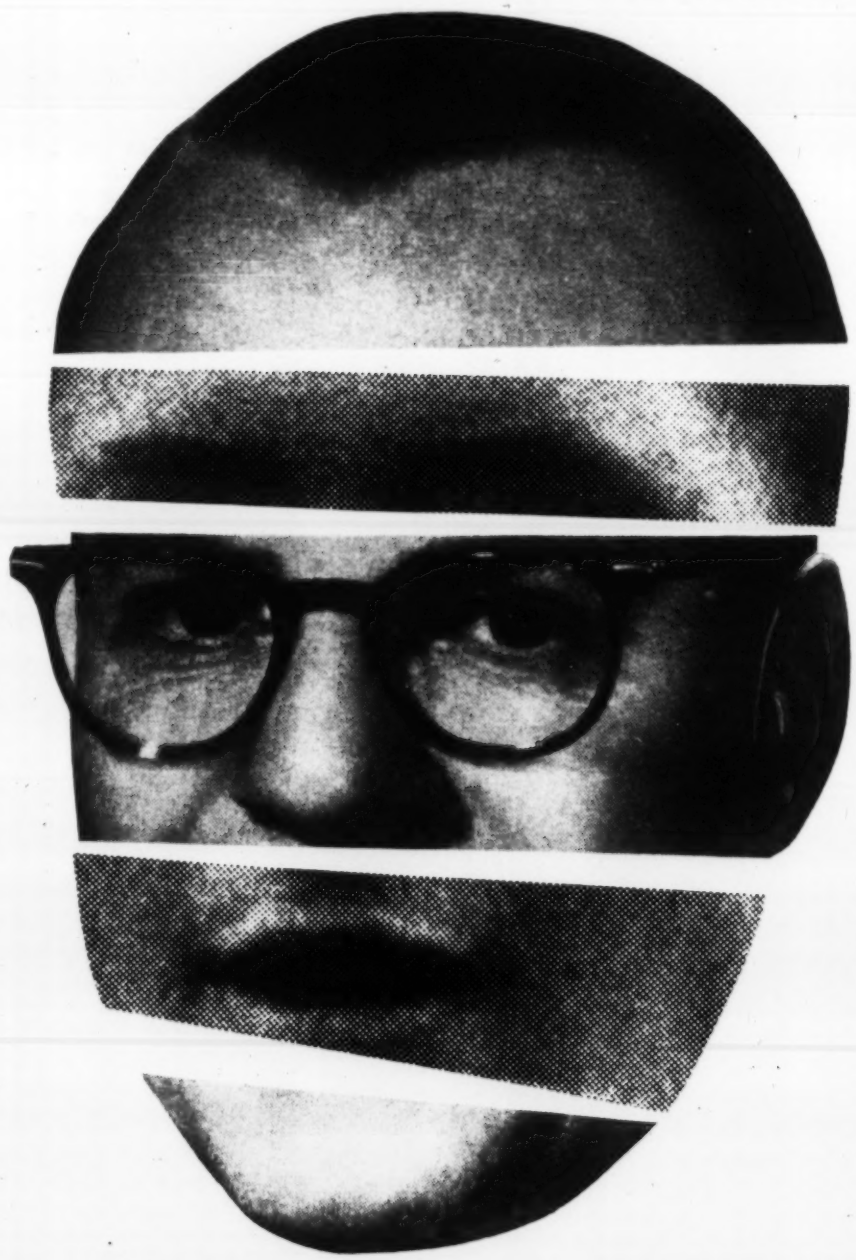
Knowledge of the Laws on

LOTTERIES

Is Vital

"Sweepstakes" are growing in popularity. If not carefully planned, this type of promotion may violate the Federal, or various state laws on lotteries. Our knowledge concerning consumer contests of all kinds can be valuable to you. There is no obligation in consulting our Contest Division.

Bruce, Richards
CORPORATION
CONTEST MANAGEMENT AND JUDGING
250 Fourth Ave., N.Y. 3 • OR 7-4600
(In Chicago: Dial 211 and Ask Operator for Enterprise 4531)



not one, but all of the groups you have to sell look to the MARKET DATA BOOK for information about your publication...

Confidence Drive Helped to Defeat Recession, Ike Says

WASHINGTON, April 21—President Eisenhower last week hailed the contribution which the Advertising Council's Confidence Campaign made toward beating back the 1958 business recession, and suggested that a "continuing Confidence Campaign is needed to sustain the nation's moral in the cold war.

He made his observations during an appearance before nearly 300 leaders from advertising and industry asembled here for the Advertising Council's 15th annual Washington conference.

Except for the text of the President's remarks, "briefings" which Ad Council guests received from top level government officials were not available to the press.

■ The President recalled that when the nation was in the depths of the recession "it was perfectly possible for us to talk ourselves into far worse circumstances than we actually were.

"Obviously many of you recognized this possibility. Even before I met with you last year, you had launched your now famous Confidence Campaign, designed to put all the talk about recession back into proper perspective.

"This Confidence Campaign was a material factor influencing the recovery that started last summer. Many other specific factors of course played a part in bringing about the upturn. But this matter of confidence—or morale—is fundamental to any human activity." #

Supermarket Sales up 13.8% in '58 Despite Recession

Despite the 1958 recession, supermarkets last year rolled up a 13.8% sales gain. Their 1958 sales were $28.6 billion while the 1957 sales were $25.2 billion.

Supers in 1958 accounted for 64% of the total national grocery sales. Sales volume of the typical super in 1958, says *Super Market Merchandising*, which reports these figures, was $1,404,000—19 times the volume of the average grocery store.

McAdams Names Three

William Douglas McAdams Inc., New York, medical advertising agency, has added three copywriters to its staff. They are Marvin B. Schiller, formerly a copywriter with United Medical Service; Leonard Galper, previously a professional service representative with Stuart Co., and Don Resnick, formerly in the ad department of Stern Bros., New York department store.

Alcoa Acquires Rome Cable

Rome Cable Corp., Rome, N.Y., has become a wholly-owned subsidiary of Aluminum Co. of America. Officials of Rome and Alcoa completed a transaction whereby Alcoa acquired all the properties of Rome Cable in exchange for 355,226 shares of Alcoa common stock. Rome shareholders will receive three shares of Alcoa common for each five shares of Rome common stock held.

Thomas Organ to Beckman

Thomas Organ Studios, Los Angeles, has named Beckman, Koblitz, Los Angeles, to handle an expanded advertising effort. Feature of the present campaign is a weekly two-hour musical tv show on KTLA, Los Angeles.

Schick Appoints T. A. Moore

Schick Inc., Lancaster, Pa., has appointed Thomson A. Moore general manager of a new international division. Mr. Moore was formerly exec vp of RCA Victor Co. Ltd.

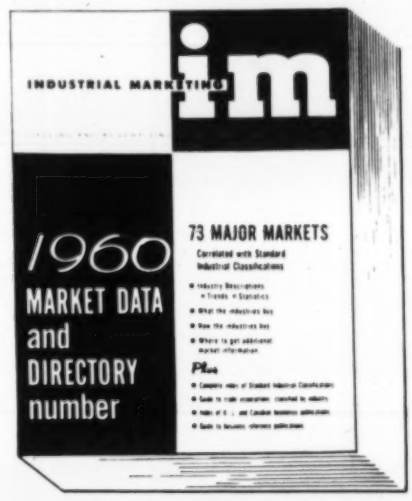
Advertising Management
Sales Management
Market Research Management
Top Management
Agency Management

. . . not one man, but many men with many titles, representing both industrial advertisers and their agencies. These are the men responsible for marketing, budgets, schedule-building and final media selection. These are the men you MUST reach and influence, if you hope to convince them that your market and medium offers profitable marketing opportunities. These are the same men who turn regularly to Industrial Marketing's MARKET DATA BOOK.

True, you have probably sold long and hard to their companies . . . through business paper advertising, personal calls, and direct mail. All well and good, but the sum total of these efforts cannot assure you of making their schedule if you have failed to contact some of the more difficult-to-reach individuals . . . failed to supply some bit of market or media information along the way . . . failed to time your selling efforts with the prospect's media-selection schedule. All these are realistic possibilities that could have happened to you . . . could be the reason for missing out on budgets and schedules, despite the conscientious selling job you are now doing.

Industrial Marketing's MARKET DATA BOOK can fill this selling void—can cap-off your total selling efforts by allowing you to be represented sales-wise, when crucial "on-or-off" media decisions are being made. It is the only complete market-and-media service available to industrial advertisers and their agencies.

The 1960 Edition is now in preparation. Its more than 600 pages will supply the type of basic market-and-media information vitally needed by industrial advertisers and their agencies. When they look for markets for new products, for new markets for established products, will they consider opportunities that you and your medium have available? They will, if you're represented with your tell-all story in the 1960 MARKET DATA BOOK!



The new 1960 MD&DN will supply advertisers and agencies with this basic information* as an aid to their marketing plans and media selections:

*In each of the 73 major industrial and trade markets.

Industry composition
Current trends
Basic statistics
What the industry buys
How the industry buys
Available market data
Trade associations
Media covering the market

It's to your advantage to supply the final and most important point . . . "tell-all" information about your specific medium . . .

Here's where you tell the basic facts about your publication, sell it as the best qualified for schedule consideration. The MARKET DATA BOOK supplies the overture for your pointed selling message, leaving you free to do a sound, effective space-selling solicitation.

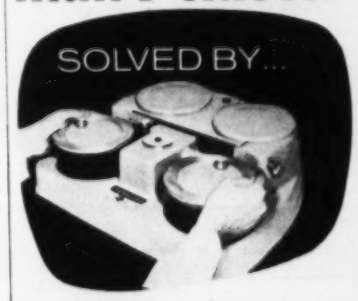
INDUSTRIAL MARKETING'S

1960 MARKET DATA and DIRECTORY NUMBER

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, NEW YORK

IMPORTANT!
ad copy closing date:
MAY 10th
publication date:
JUNE 25th
MAKE YOUR SPACE RESERVATIONS TODAY!

a thinking man's fluster



FILMOTYPE

Speed! Production!
Finish that art! But where to obtain display lettering and type best for the job . . . any and every job? Filmotype Photo typesetting machine of course! Nothing faster, easier to do, more professional in appearance. And only pennies a word! Filmotype blends a thinking man's fluster with a printing man's haste.

AND CONSIDER: The most all-inclusive style selection in photo-typesetting/ From 12 pt. to 144 pt./Screens, tints right from the machine./Almost limitless intermixing of faces.

Note: Play it safe . . . save . . . with the Filmotype "Pays-for-Itself" Purchase Plan. Write for complete details, today.

FILMOTYPE
7500 McCormick Blvd., Skokie, Ill.
☐ Have the Filmotype representative make an appointment in my own office for a demonstration.
☐ Send me further information about the Filmotype Photo Lettering Machine.
Name_____
Firm_____
Address_____
City_____ Zone____ State_____

Account Changes, New Appointments, First Quarter, 1959

ACCOUNT	TO	FROM	Billings (Estimated)
Allis-Chalmers Manufacturing Co. (effective July 1)	Klau-Van Pietersom-Dunlap	Compton Advertising	$ 800,000
American Airlines	Young & Rubicam	Lennen & Newell	6,000,000
American Cyanamid Co. (Industrial Chemicals Div. and Plastics & Resins Div.)	Erwin Wasey, Ruthrauff & Ryan	Hazard Advertising Co.	———
American Cyanamid Co. (Institutional Advertising)	Erwin Wasey, Ruthrauff & Ryan	Hazard Advertising Co.	———
American Enka Corp.	Donahue & Coe	Anderson & Cairns	———
American Institute of Men's & Boys' Wear	North Advertising	Batten, Barton, Durstine & Osborn	———
B. T. Babbitt Inc. (Savoy Car Shampoo)	Brown & Butcher	Norman, Craig & Kummel	———
Bankers Life & Casualty Co.	Phillips & Cherbo	Grant, Schwenck & Baker	1,000,000
Bathasweet (Standard Laboratories, Div. of Warner-Lambert Pharmaceutical Co.)	Rockmore Co.	———	———
Bethlehem Steel Co.	Hazard Advertising Co.	Jones, Brakeley & Rockwell	1,000,000
Bissell Carpet Sweeper Co.	Clinton E. Frank Inc.	Leo Burnett Co.	1,500,000
Brach, E. J. & Sons	Tatham-Laird	Arthur Meyerhoff & Co.	300,000
Bristol Laboratories (Div. of Bristol-Myers—Tetrex Line)	Burdick & Becker	Noyes & Sproul & Paul Klemtner & Co.	———
Butter-Nut Bread (Div. of Langendorf United Bakeries)	Lennen & Newell	Hoefer, Dieterich & Brown	250,000
Bymart (Tintair)	Kastor, Hilton, Chesley, Clifford & Atherton	Products Service Inc.	———
California Cantaloupe Advisory Board	Dancer-Fitzgerald-Sample	No agency	150,000
Carter Carburetor (Div. of ACF Industries)	D'Arcy Advertising Co.	French & Shields	300,000
Catalina Inc.	Grey Advertising	Foote, Cone & Belding	———
Charmin Paper Products (White Cloud Tissue—subsidiary of Procter & Gamble)	Dancer-Fitzgerald-Sample	———	———
Chevrolet Dealers Assn. of Greater St. Louis	Gardner Advertising Co.	———	———
Chevrolet Dealer Groups (Pittsburgh Zone Chevy Zone Dealers Radio Fund, Harrisburg Zone Chevy Dealers Assn., Richmond Chevy Dealers Assn., & Maryland Chevy Dealers Assn.)		Ketchum, MacLeod & Grove	———
Cluett, Peabody & Co. (Arrow Domestic Advertising)	Lennen & Newell	Young & Rubicam	2,000,000
Coates Plymouth Gin (Schieffelin & Co.)	Donahue & Coe	Fuller & Smith & Ross	———
Colgate-Palmolive Co. (Colgate Men's Line)	Street & Finney	John W. Shaw Advertising	———
Colgate-Palmolive Co. (Wildroot Products)	———	Batten, Barton, Durstine & Osborn	3,000,000
Commonwealth of Pennsylvania (Tourist Advertising Account)	Beacon Agency	Kastor, Farrell, Chesley & Clifford	222,000
(Industrial Advertising)	Kelly, Bachman & Troutman	Kastor, Farrell, Chesley & Clifford	240,000
Cory Corp. (all but Autopoint Co.)	Herbert Baker Advertising	Dancer-Fitzgerald-Sample	———
Countess Mara Inc.	Henry Bach Associates	Fred Gardner Co.	———
Cresta Blanca Wine (CVA Corp.)	Doyle Dane Bernbach	Norman, Craig & Kummel	———
Cunard Steam-Ship Co.	Victor A. Bennett Co.	———	———
Detroit Bank & Trust Co.	Ross Roy Inc.	Grant Advertising	350,000
Dr. West's Insta-Clean	Keyes, Madden & Jones	———	———
Dodge Dealers of Detroit	Grant Advertising	———	300,000
Duncan Coffee Co.	Clay Stephenson Associates	Tracy-Locke	———
Ethyl Corp. of Canada Ltd.	Young & Rubicam	Stanfield, Johnstone & Hill	———
Eversharp Pen Co.	Not assigned	Benton & Bowles	500,000
Fairbanks, Morse & Co.	Henri, Hurst & McDonald	Donahue & Coe	275,000
Flav-R-Straws Inc.	Rich, Bryan & Curtis	Newton Advertising	———
Fleischmann Distilling Co. (Churchill Bonded; Churchill 88; Old Medly and Olde Heirloom)	Compton Advertising	L. H. Hartman Co.	———
Ford Motor Co. (small car account—new account)	J. Walter Thompson Co.	———	———
Formfit Co.	Added Tatham-Laird	———	1,000,000
Frito Co. (national and regional advertising for Fritos corn chips, and also advertising for Frito-Nicolay, Dancey Co. and Frito Co., eastern Div.)	Dancer-Fitzgerald-Sample	Tracy-Locke Co. (national advertising) Erwin Wasey, Ruthrauff & Ryan (regional accounts)	——— 1,000,000
Gallo, E. J. Winery	Batten, Barton, Durstine & Osborn	Doyle Dane Bernbach	———
General Motors Corp. (new campaign to increase customer service and contact through dealers)	D. P. Brother & Co.	———	———
Good Housekeeping	Ellington & Co.	Grey Advertising Agency	500,000
Goodyear Tire & Rubber Co. (Mexico)	McCann-Erickson	Young & Rubicam	640,000 ($400,000 through agency)
Grace, W. R. & Co.	Charles W. Hoyt Co.	N. J. Kelly, Nason	———
Granny Goose Foods	Lennen & Newell	Harris, Harlan, Wood	400,000
Hixson, H. H. Co.	Keyes, Madden & Jones	———	———
International Breweries	Marcus Advertising	Brooke, Smith, French & Dorrance (Frankenmuth & Southern Div.) Lloyd Mansfield Co. (International Iroquois Div.)	——— ———
International Ladies Garment Workers Union	Doyle Dane Bernbach Inc.	———	700,000
International Swimming Pools	Doyle Dane Bernbach	Geyer, Morey, Madden & Ballard	———
Jantzen Inc. (women's sportswear div. only)	Hockaday Associates	Botsford, Constantine & Gardner	———
Jenkins Spirits Corp. Ltd.	John C. Dowd Inc.	Keyes, Madden & Jones	———
KLM Royal Dutch Airlines (eastern hemisphere)	Smit's Agency	Erwin Wasey, Ruthrauff & Ryan	———
Langendorf's Holsum Bread	Harris, Harlan & Wood, branch of Fletcher D. Richards Inc.	Compton Advertising	———
Lanolin Plus (VCA Laboratories—Rybutal, Super-Rybutal, and Juvenal)	Erwin Wasey, Ruthrauff & Ryan	Batten, Barton, Durstine & Osborn	———
Lindsay Co.	Biddle Co.	Kerker, Peterson, Hixon, Hayes	350,000
Lion Oil Co. (Div. of Monsanto Chemical Co.)	French & Shields	Ridgway Advertising Co.	———
MacFadden Publications	Bryan Houston Inc.	Reach, McClinton & Co.	———
Magnavox Co.	Marschalk & Pratt (subsidiary of McCann-Erickson)	Maxon Inc.	475,000
Louis Marx & Co. (toy manufacturers)	Ted Bates & Co.	———	———
Masland, C. H. & Sons (effective June 30)	Anderson & Cairns	———	———
Mercury Record Co.	John W. Shaw Advertising	Henri, Hurst & McDonald	200,000
New York Racing Assn. (Aqueduct Race Track)	Batten, Barton, Durstine & Osborn	———	500,000
New York Stock Exchange (effective May 20)	Compton Advertising	Calkins & Holden	1,000,000
Norwich Pharmacal Co. (advertising for Pepto-Bismol, Norforms, Unguentine and NP-27 international advertising)	Gotham-Vladimir Advertising	McCann-Erickson	———
Old Lewis Hunter Kentucky Bourbon (Joseph E. Seagram & Son)	Grey Advertising Agency	———	———
Oral Roberts Evangelistic Assn.	Geyer, Morey, Madden & Ballard	Noyes, Madden & Jones	1,250,000
Outdoor Advertising Inc.	Marschalk & Pratt (Div. of McCann-Erickson)	Al Paul Lefton Co.	———
Pan-American Coffee Bureau	Batten, Barton, Durstine & Osborn	Fuller & Smith & Ross	1,000,000
Paxton & Gallagher Co. (Butter-Nut Coffee)	Tatham-Laird (advertising east of Rockies—billings $1,000,000) D'Arcy Advertising Co. (advertising west of Rockies, billings $500,000)	Buchanan-Thomas Advertising Co.	1,500,000
Pepsi-Cola (North California advertising)	Jack W. Runyon & Co.	Kenyon & Eckhardt	———
Pharma-Craft Corp. (Coldene Stick, subsidiary of Distillers Corp.-Seagrams Ltd.)	J. Walter Thompson Co.	Cunningham & Walsh	———
†Plymouth Div. (Chrysler Corp.) (for tv advertising; Ayer already handled remainder of account.)	N. W. Ayer & Son	Grant Advertising	———
Porter, H. K. Co. (Thermoid)	Erwin Wasey, Ruthrauff & Ryan	Aitkin-Kynett	450,000
Porter, H. K. Co. (National Electric)	Erwin Wasey, Ruthrauff & Ryan	Ketchum, MacLeod & Grove	250,000
Readers' Subscription Book Club	Wunderman, Ricotta & Kline	Vos & Co.	———
Red Heart Dog Food (Div. John Morrell & Co.)	John W. Shaw Advertising	Campbell-Mithun	1,000,000
Revere Camera Co.	Keyes, Madden & Jones	———	———
Revlon Inc. (Eye-Fresh)	Warwick & Legler	Dowd, Redfield & Johnstone	———
Revlon Inc. (Thin-Down)	Hoineman, Kleinfeld, Shaw & Joseph	Dowd, Redfield & Johnstone	———
Robert Hall Clothes Inc.	Arkwright Advertising	Frank B. Sawdon Inc.	3,000,000
Rothmans of Pall Mall Canada Ltd.	———	Young & Rubicam	1,000,000
Salada-Shirriff-Horsey (Sea Brand Frozen Shrimp—new product)	Sullivan, Stauffer, Colwell & Bayles	———	———
Corporate advertising and institional advertising Horsey Div., Canada and brand advertising for Crawford Caramel spread	Vickers & Benson	McKim Advertising and Bradley, Venning, Hilton & Atherton	———
Other Brand Advertising	Leo Burnett Co.	McKim Advertising	———
Schenley Industries (Cream of Kentucky Whisky)	Doyle Dane Bernbach	L. H. Hartman Co.	———
C. Schmidt & Sons	Ted Bates & Co.	Al Paul Lefton Co.	1,500,000
Sea Breeze Laboratories	Maxwell Sackheim & Co.	Batten, Barton, Durstine & Osborn	———
Simmons Co. (hide-a-bed sofas and all upholstered products made by its new living room div.)	McCann-Erickson	Young & Rubicam	———
Slenderella International	Products Services Inc.	Management Associates	2,500,000
Smith Bros.	Kastor, Hilton, Chesley, Clifford & Atherton	Sullivan, Stauffer, Colwell & Bayles	750,000 to 1,000,000
Swissair	Campbell-Ewald Co.	de Garmo Inc.	250,000
Thiokol Chemical	Brown & Butcher	Dancer-Fitzgerald-Sample	200,000
21 Brands Inc.	Cunningham & Walsh	Calkins & Holden	475,000
Union Oil Co. (radio & tv)	Erwin Wasey, Ruthrauff & Ryan	Young & Rubicam	———
Vermouth Industries of America (Tribuno Vermouth)	Guth, Francis & Richards	Kastor, Hilton, Chesley, Clifford & Atherton	———
Vicks Chemical Co. (Vicks double-buffered cold tablets)	Ogilvy, Benson & Mather	Morse International	———
Watchmakers of Switzerland	Cunningham & Walsh	Foote, Cone & Belding	1,000,000
Waterfill & Frazier Distilling Co.	North Advertising	Henri, Hurst & McDonald	100,000
Weston Biscuit Co.	L. H. Hartman Co.	Doner & Peck	———
White Sewing Machine Corp.	Meldrum & Fewsmith	Fuller & Smith & Ross	———
Zonolite Co.	Erwin Wasey, Ruthrauff & Ryan	Henri, Hurst & McDonald	300,000

Photograph courtesy Johns-Manville, a FACTORY advertiser.

ROOFING
(siding, paint, glass, structural materials, etc.)
AS ADVERTISED AND SOLD IN
FACTORY

FACTORY sells goods to industry *two* ways, whether it be roofing or trucks or V-belts or what-have-you. First, by appealing to those who *need*, and know it. The plant "shopping list". Second, by helping those management men who try to avoid buying, if possible. But who actually buy bigger when they are shown that by doing so they can make the plant run more efficiently. This latter is the limitless area of sales development that FACTORY opens up for you, because *only* in FACTORY can these men get the kind of *management* help they need to plan-equip-operate-maintain the plant. That's why more and more imaginative advertisers are presenting their ideas and equipment in the pages of FACTORY... now at an all-time circulation high of 66,600 net paid (publisher's estimate, March, 1959 issue). *A McGraw-Hill Publication* (ABC, ABP), 330 West 42nd Street, New York 36, N. Y.

BETTER PRODUCTION AND MAINTENANCE THROUGH BETTER MANAGEMENT

'Power Boating Quarterly' Will Bow in August

Power Boating Quarterly, a new magazine to be published by Petersen Publishing Co., Los Angeles, will make its initial appearance on U.S. newsstands in August. The magazine will be priced at 50¢, with an initial print order of 100,000. Ad rates will be $525 per b&w page; $300 for a one-half b&w page; $775 for second and third covers, and $850 for back covers. Closing date for the first issue is June 10.

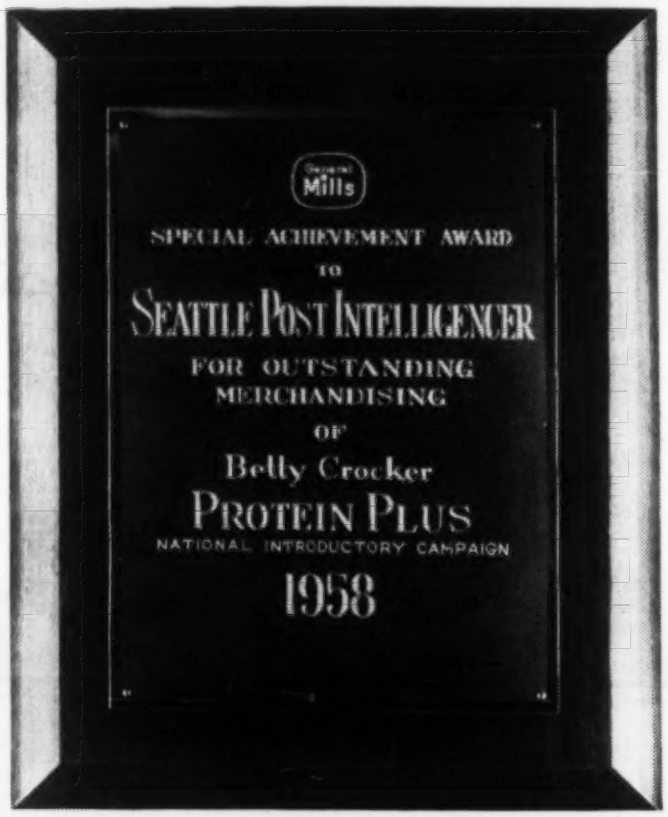
Petersen also has named Byron Slater, formerly ad representative of *California Stylist*, to its Los Angeles sales department.

ANA Names Howard Eaton

Howard Eaton, media director, Lever Bros., has been named chairman of the broadcast advertising committee of the Assn. of National Advertisers. He succeeds George Abrams, who continues as a member of the ANA board of directors.

Singer Promotes Madigan

J. W. Madigan Jr., advertising production manager of Singer Sewing Machine Co., New York, has been named assistant advertising manager. He succeeds Peter M. Moyer, who has resigned to become vp of Thrush Press and Westport Litho, New York.

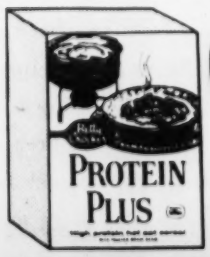


In Seattle-

Successful Campaigns Begin With The Post-Intelligencer

It is a source of gratification to know that of the nearly 500 newspapers which carried General Mills' Protein Plus introductory campaign, The Seattle Post-Intelligencer was awarded First Place for the finest merchandising cooperation in the nation.

Your advertising message placed in the columns of the Post-Intelligencer can also enjoy the same outstanding service—and cover the same great, prosperous and fast-growing 20-County Seattle market.



General Mills

SEATTLE

POST-INTELLIGENCER

Represented Nationally by Hearst Advertising Service

FASTEST GROWING NEWSPAPER IN THE PACIFIC NORTHWEST

Nielsen Network TV

Two Weeks Ending March 21, 1959

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., NBC)	20,020
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,952
3	Maverick (Kaiser, Drackett, ABC)	16,456
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	15,708
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	15,576
6	Perry Como Show (Several sponsors, NBC)	15,224
7	Cheyenne (American Chicle, Chesebrough, ABC)	14,916
8	Perry Mason (Several sponsors, CBS)	14,432
9	Steve Allen Show (Several sponsors, NBC)	14,432
10	Danny Thomas Show (General Foods, CBS)	14,300

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., NBC)	46.3
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	41.6
3	Maverick (Kaiser, Drackett, ABC)	37.1
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	37.0
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	35.5
6	Cheyenne (American Chicle, Chesebrough, ABC)	35.5
7	Perry Como Show (Several sponsors, NBC)	35.3
8	Sugarfoot (American Chicle, Ludens, ABC)	33.8
9	Perry Mason (Several sponsors, CBS)	33.7
10	Steve Allen Show (Several sponsors, NBC)	33.6

*Nielsen Average Audience***

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., NBC)	17,328
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	16,940
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	14,740
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	14,608
5	Maverick (Kaiser, Drackett, ABC)	13,948
6	Danny Thomas Show (General Foods, CBS)	13,508
7	Tales of Wells Fargo (American Tobacco, Buick, NBC)	13,508
8	Peter Gunn (Bristol-Myers, NBC)	13,112
9	I've Got A Secret (R. J. Reynolds, CBS)	13,024
10	Wyatt Earp (General Mills, Procter & Gamble, ABC)	12,584

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., NBC)	39.4
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	39.3
3	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	34.7
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	34.3
5	Maverick (Kaiser, Drackett, ABC)	33.2
6	Danny Thomas Show (General Foods, CBS)	31.3
7	Tales of Wells Fargo (American Tobacco, Buick, NBC)	31.3
8	Wyatt Earp (General Mills, Procter & Gamble, ABC)	31.3
9	Peter Gunn (Bristol-Myers, NBC)	30.2
10	I've Got A Secret (R. J. Reynolds, CBS)	30.0

* Homes reached by all or any part of program, except for homes viewing only one to five minutes.

** Homes reached during an average minute of the program.

† Percented ratings based on tv homes within reach of station facilities and by each program.

ARB Network TV Ratings

Week of March 2-8, 1959

Copyright by American Research Bureau

PROGRAM POPULARITY

Rank	Program	Rating*
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	45.2
2	Wagon Train (Ford, National Biscuit Co., NBC)	42.3
3	Some of Manie's Friends (Liggett & Myers, NBC)	37.5
4	Danny Thomas Show (General Foods, CBS)	37.3
5	I've Got A Secret (R. J. Reynolds, CBS)	37.1
5	Maverick (Kaiser, Drackett, ABC)	37.1
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	37.1
8	Have Gun, Will Travel (Lever, Whitehall, CBS)	36.5
9	Perry Como Show (Several sponsors, NBC)	34.8
10	Father Knows Best (Lever, Scott, CBS)	34.2

TOTAL VIEWERS REACHED

Rank	Program	(000)**
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	47,010
2	Wagon Train (Ford, National Biscuit Co., NBC)	46,070
3	Maverick (Kaiser, Drackett, ABC)	41,860
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	41,090
5	Danny Thomas Show (General Foods, CBS)	38,520
6	Perry Como Show (Several sponsors, NBC)	37,440
7	Some of Manie's Friends (Liggett & Myers, NBC)	36,970
8	Perry Mason (Several sponsors, CBS)	36,360
9	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	36,280
10	I've Got A Secret (R. J. Reynolds, CBS)	35,020

* Percentage of homes reached in markets where a show appeared.

** Total number of persons viewing program.

'Guns & Hunting' Switches from Quarterly to Bi-Monthly

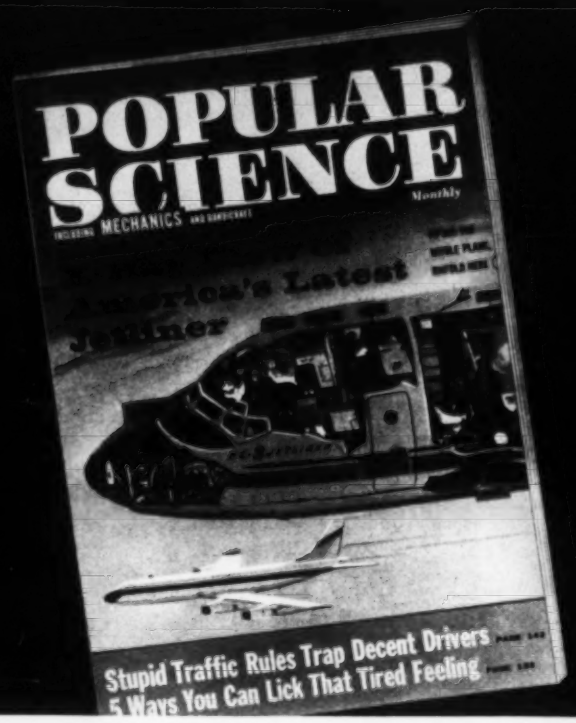
Guns & Hunting, published by Maco Magazines, New York, will switch from a quarterly to a bi-monthly publishing schedule with the September issue.

Based on the annual guarantee of 1,200,000, the rate for a b&w page in *Guns & Hunting*, effective in September, will be $600. Rates of Maco's sports and outdoor group depend on number of books used by the advertiser.

Hemp Joins Cole & Weber

Peter L. Hemp, formerly with Stromberger, LaVene, McKenzie, Los Angeles, has joined Cole & Weber, Seattle, as an account exec.

New ABC Report Confirms Solid Growth!



January . . . 1,429,182
February . . 1,593,955
March 1,494,138

Average . . 1,505,758*

Highest circulation figure for any 3-month period in the history of the science-mechanical magazine field!

*All figures from interim statement as filed with ABC, subject to audit.

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1,505,758

MONTHLY AVERAGE IN TREMENDOUS FIRST QUARTER

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For those who need even further proof of the mounting editorial vitality of Popular Science Monthly, the first quarter of '59 provides it! Like a chain reaction, reader and advertiser response swept steadily upward through January, February and March . . . the February issue set an all-time record for circulation! To discover the force that triggered this chain reaction, you must look to the magazine itself, and the new role it commands among American readers everywhere in our exciting age of scientific marvels.

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April Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw) bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	April 1959	April 1958	Jan.-Apr. 1959	Jan.-Apr. 1958	April 1959	April 1958	Jan.-Apr. 1959	Jan.-Apr. 1958	April 1959	April 1958
General Farm Publications										
§American Agriculturist (sm)	45.8	39.9	113.9	108.9	33,038	29,066	82,976	79,373	30,157	26,834
§†Arizona Farmer-Ranchman (bw)	68.1	106.1	199.1	241.7	51,536	80,271	150,491	182,733	50,726	78,504
‡Arkansas Farmer: (mon)										
#Delta Edition	25.4	—	78.3	—	19,176	—	59,219	—	18,579	—
#Western Edition	24.3	—	77.5	—	18,344	—	58,640	—	17,747	—
Average 2 Editions	24.8	—	77.9	—	18,760	—	58,929	—	18,163	—
§†California Farmer: (bw)										
#Northern Edition	50.7	82.5	136.2	175.2	44,507	62,422	120,164	132,470	42,957	60,082
#Southern Edition	50.0	78.9	131.8	168.4	43,872	59,690	116,233	127,358	42,322	57,350
Average 2 Editions	50.3	80.7	133.9	171.8	44,189	61,056	118,198	129,914	42,639	58,716
Capper's Farmer (mon)	49.5	65.2	181.2	246.1	21,242	27,964	77,721	105,554	19,915	26,758
Colorado Rancher & Farmer (sm)	42.6	38.9	154.7	141.5	32,222	29,418	117,053	107,102	30,794	26,870
Dakota Farmer (sm)	75.5	62.3	265.0	244.0	59,162	48,861	207,779	191,352	57,203	47,158
*Electricity on the Farm (mon)	8.7	8.7	38.4	33.6	2,984	3,096	13,241	11,997	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
#Southeastern Edition	42.6	46.4	175.8	173.8	18,292	19,922	75,424	74,573	16,391	18,319
#Southwestern Edition	40.1	44.8	156.3	168.7	17,206	19,324	67,038	72,355	15,151	17,510
Average 2 Editions	41.7	45.8	168.2	172.6	17,868	19,635	72,153	74,043	15,907	18,003
Farm Journal: (mon)										
#Central Edition	108.0	100.2	370.2	354.8	46,341	42,981	158,821	152,188	44,396	41,307
#Eastern Edition	96.5	94.5	328.4	320.1	41,409	40,550	140,875	137,314	39,464	38,876
#Southern Edition	82.7	82.9	282.2	289.6	35,475	35,546	121,072	124,236	33,530	33,872
#Western Edition	105.9	103.2	352.1	338.3	45,416	44,271	151,042	145,121	43,471	42,597
Average 4 Editions	98.3	95.2	333.2	325.7	42,160	40,837	142,953	139,715	40,215	39,163
Farm Management (mon)	21.3	30.7	88.7	101.6	9,118	13,161	38,234	43,308	9,118	13,161
††Farm Quarterly (q)	115.2	101.5	115.2	101.5	53,222	46,893	53,222	46,893	51,649	45,659
The Farmer (sm)	115.4	119.5	418.5	400.7	90,484	93,653	328,106	314,122	84,710	87,676
|||Farmer-Stockman: (mon)										
#Oklahoma Edition	35.0	47.2	139.6	145.0	26,564	20,285	95,717	89,438	25,137	18,375
#Texas Edition	31.5	46.3	128.8	137.2	23,954	19,900	89,857	85,803	22,337	17,817
Average 2 Editions	33.3	46.8	134.2	141.1	25,259	20,093	92,787	87,620	23,737	18,111
‡Georgia Farmer: (mon)										
#North Edition	14.0	—	48.7	—	10,568	—	36,872	—	10,263	—
#South Edition	15.7	—	59.1	—	11,849	—	44,655	—	11,544	—
Average 2 Editions	14.8	—	53.9	—	11,208	—	40,767	—	10,903	—
‡‡Indiana Farmer (mon)	15.2	17.8	58.6	77.7	11,948	13,949	45,977	60,888	9,576	11,081
Iowa Farm & Home Register (mon)	18.5	17.5	78.0	82.6	18,570	17,505	78,049	82,628	18,101	17,077
§Iowa Farm Bureau Spokesman (w)	62.1	59.4	175.1	173.4	63,132	60,350	177,826	175,975	58,073	56,217
Kansas Farmer (sm)	48.5	41.2	180.8	172.2	36,852	31,277	137,371	130,861	33,936	28,471
Kentucky Farmer (mon)	27.5	26.5	94.8	105.1	21,556	20,765	74,265	82,424	20,027	19,454
Michigan Farmer (sm)	82.6	74.0	276.0	246.7	63,446	56,819	212,000	189,474	59,562	51,404
Minnesota Farmer (mon)	13.7	12.1	61.0	53.4	10,780	9,396	47,901	41,788	11,172	8,768
‡Mississippi Farmer: (mon)										
#Delta Edition	10.8	—	35.9	—	8,194	—	27,143	—	7,853	—
#Eastern Edition	10.4	—	34.6	—	7,908	—	26,193	—	7,567	—
Average 2 Editions	10.6	—	35.2	—	8,051	—	26,668	—	7,710	—
Missouri Ruralist (sm)	53.2	46.4	190.9	190.4	39,687	35,268	145,083	144,689	36,708	31,881
Montana Farmer-Stockman (sm)	62.4	69.7	244.5	244.6	47,201	52,721	184,811	184,938	41,951	47,614
Nebraska Farmer (sm)	113.3	105.5	434.7	384.6	85,654	79,829	329,407	290,939	78,270	72,496
§New England Homestead (sm)	39.2	41.7	99.3	109.6	27,405	29,192	69,480	76,834	21,966	25,238
New Jersey Farm & Garden (mon)	47.4	54.4	156.7	201.4	21,343	24,496	70,489	90,644	19,239	21,616
New Mexico Farm & Ranch (mon)	15.6	14.0	59.1	47.6	11,760	10,584	44,709	36,446	11,634	10,451
Ohio Farmer (sm)	100.0	81.0	342.2	296.8	76,824	62,210	262,827	227,931	69,709	55,547
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	55.1	57.5	125.3	133.5	41,678	45,478	94,701	100,966	40,564	44,294
The Oregon Farmer	50.3	57.7	113.0	127.4	38,013	43,609	85,448	96,316	37,095	42,635
The Utah Farmer	54.4	52.6	121.6	121.9	41,109	39,766	91,919	92,122	40,191	38,148
The Washington Farmer	51.2	61.3	115.9	134.4	38,720	46,344	87,646	101,625	37,802	44,803
§Pennsylvania Farmer (sm)	70.9	61.5	204.0	182.8	54,450	47,218	156,693	140,365	49,003	42,468
Prairie Farmer: (sm)										
#Illinois Edition	131.1	116.3	471.1	406.5	95,447	84,647	342,985	295,966	86,136	75,100
#Indiana Edition	126.0	115.4	452.5	403.5	91,729	84,011	329,439	293,780	82,418	74,464
Average 2 Editions	128.6	115.8	461.8	405.0	93,588	84,329	336,212	294,873	84,277	74,782
Progressive Farmer: (mon)										
#Carolina-Va. Edition	99.6	100.7	340.3	442.7	67,700	68,468	231,392	301,062	65,165	66,139
#Ga.-Ala.-Fla. Edition	103.9	106.0	332.1	441.2	70,680	72,048	225,855	300,049	68,102	69,599
#Ky.-Tenn.-W.Va. Edition	95.1	93.6	312.0	412.1	64,664	63,642	212,181	280,221	62,246	61,516
#Miss.-La.-Ark. Edition	96.0	95.2	311.2	411.5	65,284	64,747	211,641	279,845	63,229	62,698
#Texas Edition	102.3	97.2	321.0	424.6	69,569	66,125	218,253	288,723	67,001	63,760
Average 5 Editions	99.4	98.5	323.3	426.4	67,580	67,005	219,865	289,981	65,149	64,746
§Rural New-Yorker: (sm)										
New York-New. Eng. Edition	38.1	—	97.8	—	29,880	—	76,623	—	25,503	—
Penn.-N.J.-Delmarva Ed.	32.7	—	82.9	—	25,616	—	64,994	—	21,652	—
Southern Planter (mon)	28.3	26.7	103.1	115.0	19,829	18,673	72,180	80,454	19,309	18,165
Successful Farming (mon)	100.0	90.2	344.5	311.6	44,978	40,575	155,022	140,200	44,216	39,839
Tennessee Farmer & Homemaker (mon)	25.8	17.0	73.8	72.0	20,190	13,360	57,884	56,501	18,795	13,360
Texas Ranch & Farm (mon)	9.1	13.3	74.4	73.8	9,142	13,342	74,410	73,836	8,400	12,208
Wallaces' Farmer (sm)	125.3	115.6	456.3	419.4	98,263	90,596	357,647	328,809	92,797	86,393
§Weekly Star Farmer: (w)										
Kansas Edition	21.1	20.1	52.0	51.4	52,089	49,560	128,036	126,808	30,209	32,027
Missouri Edition	22.1	21.8	54.8	54.3	54,533	53,646	135,012	133,976	31,026	34,961
Okla.-Ark. Edition	18.4	18.7	46.9	47.0	45,482	46,101	115,624	115,900	26,871	30,832
Average 3 Editions	20.6	20.2	51.2	51.0	50,701	49,769	126,224	125,561	29,368	32,606
Western Farm Life: (sm)										
#Regular Edition	25.9	36.1	89.3	128.3	20,342	28,363	70,011	100,573	15,836	22,240
#Colorado Edition	32.8	45.9	137.4	180.7	25,792	36,013	107,780	141,703	20,866	29,538
Average 2 Editions	29.4	41.0	113.5	154.5	23,067	32,188	88,895	121,148	18,351	25,889
Wisconsin Agriculturist & Farmer (sm)	93.8	91.0	325.7	304.7	73,534	71,345	256,891	238,915	72,505	69,826
Wyoming Stockman-Farmer (mon)	44.9	45.2	122.7	118.0	34,266	34,493	129,130	125,325	29,785	29,962
Total Group	2,534.2	1,826.0	6,667.7	6,411.9	1,321,168	1,224,336	4,650,641	4,435,398	1,231,447	1,136,589

§ Not included in totals; figures shown are for March issues as April figures were not available as this issue went to press. † Two issues in March 1959; three issues in March 1958. # Not included in totals. ‡ Commenced publishing sectional editions with the March 1959 issue and therefore there will be no 1958 figures. * Changed from a 357-line page to a 345-line page in January 1959. †† Published quarterly in March, June, September and December; figures shown are for the March issue. ‡‡ Formerly known as the Indiana Farmer's Guide. ||| Changed from a 428-line page to a 760-line page in February 1959.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	April 1959	April 1958	Jan.-Apr. 1959	Jan.-Apr. 1958	April 1959	April 1958	Jan.-Apr. 1959	Jan.-Apr. 1958	April 1959	April 1958
Farm Organizations & Education										
Agricultural Leaders' Digest (mon)	8.1	10.2	38.3	55.1	3,484	4,390	16,463	23,625	3,484	4,390
Better Farming Methods (mon)	37.6	39.6	115.6	140.6	16,126	16,975	49,592	60,310	16,126	16,975
California Farm Bureau Monthly (mon)	10.2	13.6	40.2	49.8	7,700	10,276	30,450	37,625	7,252	9,800
Cooperative Digest (mon)	16.3	7.8	34.9	29.4	6,825	3,290	14,630	12,507	6,825	3,290
County Agent & Vo-Ag Teacher (mon)	35.2	34.0	125.6	126.3	15,085	14,556	53,842	54,108	15,085	14,556
Michigan Farm News (mon)	3.4	3.7	10.8	11.7	7,968	8,537	25,204	27,725	7,334	7,977
Missouri Farmer (mon)	11.4	16.0	48.7	53.4	4,779	6,734	20,456	22,413	3,795	5,873
National 4-H News (mon)	26.5	25.1	84.5	81.0	11,116	10,544	35,474	33,996	11,116	10,544
Nation's Agriculture (mon)	10.2	9.1	34.0	33.0	4,574	4,098	15,343	14,675	—	—
Ohio Farm Bureau News (mon)	12.9	9.7	42.2	43.0	5,812	4,389	19,295	19,369	—	—

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	April 1959	April 1958	Jan.-Apr. 1959	Jan.-Apr. 1958	April 1959	April 1958	Jan.-Apr. 1959	Jan.-Apr. 1958	April 1959	April 1958
§Washington Grange News: (sm)										
East Edition	21.9	13.7	46.6	33.0	23,779	14,878	50,852	35,910	23,429	14,612
West Edition	21.4	14.6	44.7	33.8	23,212	15,824	48,510	36,646	22,862	15,558
Average 2 Editions	21.6	14.1	45.6	33.3	23,495	15,351	49,545	36,278	23,145	15,085
Total Group	171.8	168.8	574.8	623.3	83,469	83,769	280,749	306,353	71,017	73,405

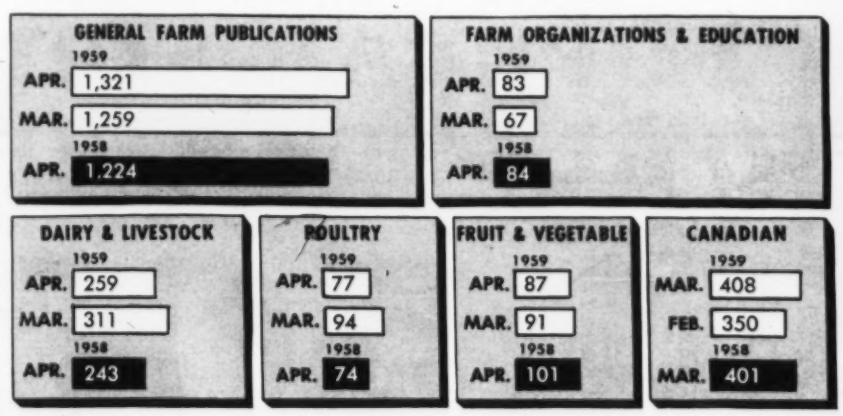
§ Not included in totals; figures shown are for March issues as April figures were not available as this issue went to press. Commenced publishing sectional editions with the September 1958 issue.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	April 1959	April 1958	Jan.-Apr. 1959	Jan.-Apr. 1958	April 1959	April 1958	Jan.-Apr. 1959	Jan.-Apr. 1958	April 1959	April 1958
Dairy & Livestock										
Breeder's Gazette (mon)	18.2	17.2	69.3	68.0	7,819	7,406	29,757	29,203	6,853	6,522
The Cattleman (mon)	70.5	77.6	361.5	327.6	29,617	32,540	151,816	137,545	13,643	13,017
§†Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Jrnl.	36.3	36.7	103.6	107.3	77,257	78,200	220,517	228,369	40,320	46,417
Kansas City Daily Drovers Telegram	32.7	36.5	100.7	101.7	69,543	77,601	214,344	216,358	41,881	50,075
Omaha Daily Journal-Stockman	36.5	38.6	118.8	124.7	77,729	82,256	252,898	265,364	47,011	52,128
St. Louis Daily Livestock Reporter	28.7	26.4	79.9	74.4	61,145	56,167	169,945	158,339	40,183	39,557
§Dairymen's League News (bw)	18.2	15.6	56.1	41.2	13,271	11,381	40,825	30,017	12,578	10,643
Florida Cattleman (mon)	72.6	58.7	309.7	272.3	30,516	24,670	125,937	114,141	20,010	12,453
Hoard's Dairyman (sm)	82.3	71.7	292.9	264.5	59,941	52,176	213,247	192,543	53,414	46,582
Livestock Breeder Journal (mon)	51.3	54.8	274.5	278.0	21,514	23,030	119,610	116,823	3,136	2,919
National Hog Farmer (mon)	22.9	15.0	81.5	50.9	23,244	15,260	82,724	51,734	22,465	14,722
National Live Stock Producer (mon)	26.0	18.9	81.6	61.8	18,929	13,729	59,399	44,970	18,450	13,430
Western Dairy Journal (mon)	38.0	48.3	174.6	168.5	16,306	20,706	74,899	71,942	10,678	13,340
Western Livestock Journal: (mon)										
Mts. & Plains Edition	53.7	40.5	281.8	206.6	23,044	17,394	120,905	88,673	10,472	—
Pacific Slope Edition	65.5	84.8	383.8	402.1	28,098	36,373	164,618	172,496	15,344	15,211
§Western Livestock Reporter (w)	42.2	49.1	126.7	135.9	56,771	54,992	161,491	152,244	9,086	9,205
Total Group	501.0	487.5	2,311.2	2,100.3	259,028	243,284	1,142,912	1,020,070	174,465	138,196

§ Not included in totals; figures shown are for March issues as April figures were not available as this issue went to press. † 22 issues in March 1959; 21 issues in March 1958.

Farm Linage Trend

Figures in thousands



	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	April 1959	April 1958	Jan.-Apr. 1959	Jan.-Apr. 1958	April 1959	April 1958	Jan.-Apr. 1959	Jan.-Apr. 1958	April 1959	April 1958
Poultry										
American Poultry Journal: (mon)										
#Egg Producer Eastern Ed.	22.3	25.6	99.8	125.3	9,562	11,020	42,316	54,779	7,825	8,070
#Egg Producer Midwest Ed.	24.7	32.8	104.4	132.3	10,588	14,067	44,675	56,719	9,020	11,221
#Egg Producer Southern Ed.	25.2	28.2	112.2	129.6	10,814	12,181	48,205	55,698	8,884	9,257
#Egg Producer Pacific Ed.	25.5	27.6	106.6	118.8	10,964	11,824	45,719	50,947	8,046	8,838
†#Broiler Producer Edition	13.2	—	64.3	—	5,658	—	27,539	—	5,508	—
†#Turkey Producer Edition	13.7	—	54.3	—	5,864	—	23,244	—	5,630	—
Average 6 Editions (or 4)	20.8	27.7	90.3	124.1	8,908	11,917	38,616	53,469	7,486	9,072
Broiler Growing (mon)	30.8	33.9	149.1	145.4	13,221	14,537	63,969	62,380	10,333	11,788
Everybodys Poultry Magazine (mon)	34.4	27.9	155.0	139.9	14,765	11,987	66,485	60,034	10,366	8,182
§Georgia Poultry Times (w)	30.1	23.4	96.8	79.9	31,262	24,892	65,842	47,516	25,522	20,342
§The Poultryman: (w)										
Dixie Edition	15.8	17.6	65.8	58.8	17,144	19,057	71,455	63,787	7,163	10,193
National Edition	15.2	16.5	61.4	55.4	16,493	17,857	66,660	60,095	7,163	9,427
New England Edition	22.2	20.8	78.8	68.1	24,136	22,614	85,281	73,900	12,451	12,952
New Jersey Edition	29.6	28.6	100.5	96.5	32,071	30,937	109,127	104,691	18,308	18,635
Poultry Tribune: (mon)										
#Eastern Edition	44.7	35.9	187.6	176.3	19,171	15,389	80,488	75,647	14,232	11,514
#Midwest Edition	45.9	35.5	187.8	173.5	19,680	15,211	80,558	74,451	15,132	12,065
#Southeast Edition	46.8	39.1	206.2	190.2	20,079	16,778	88,463	81,588	14,960	12,972
#Southwest Edition	44.5	37.5	189.1	169.3	19,075	16,076	81,136	72,611	14,450	12,189
#Pacific Edition	58.4	39.3	223.2	190.4	25,071	16,856	95,769	81,691	17,861	11,192
Average 5 Editions	48.1	37.4	198.8	179.9	20,615	16,062	85,282	77,198	15,327	11,987
Turkey World (mon)	46.5	45.7	235.5	233.5	19,946	19,592	101,046	100,160	13,953	13,854
Total Group	180.6	172.6	828.7	822.8	77,455	74,095	355,398	353,241	57,465	54,883

Not included in totals. † Commenced publication with the September 1958 issue. § Not included in totals; figures shown are for March issues as April figures were not available as this issue went to press.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958
Fruit & Vegetable										
American Fruit Grower (mon)	41.4	53.3	150.9	171.4	17,891	23,034	65,210	74,055	17,375	22,569
American Veg. Grower (mon)	42.6	41.4	148.9	145.1	18,389	17,877	64,346	62,662	17,974	17,558
California Citrograph (mon)	22.1	23.7	81.7	90.7	14,868	16,058	54,922	61,152	14,588	15,530
Florida Grower & Rancher (mon)	30.2	35.7	122.3	133.8	20,652	24,283	83,368	91,029	19,578	22,535
†Vegetable Growers Messenger (bm)	—	—	17.2	14.6	—	—	6,880	3,402	4,099	3,373
Western Fruit Grower (mon)	40.2	47.1	142.8	156.2	16,884	19,782	59,976	65,604	16,884	19,782
Total Group	176.5	201.2	663.8	711.8	88,684	101,034	334,702	357,904	90,498	101,347

† Published bi-monthly; cumulative figures shown are for combined March-April issue.

	Total Advertising, in Pages				Total Advertising, in Lines					
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958
Canadian (March)										
Country Guide (mon)	44.3	49.8	120.5	114.9	31,897	35,886	86,806	82,776	—	—
Family Herald (w)	92.4	90.5	242.2	236.2	90,163	88,255	236,175	230,361	67,815	67,549
Farmer's Advocate & Canadian Countryman (sm)	53.5	60.7	139.7	137.4	37,433	42,489	97,787	96,153	31,434	35,518
Free Press Prairie Farmer (w)	109.8	110.4	283.5	288.4	115,326	115,961	297,680	302,773	60,300	64,357
Le Bulletin des Agriculteurs (mon)	70.8	70.5	171.4	169.8	49,560	49,384	120,004	118,871	49,560	49,384
†Western Producer (w)	78.5	64.7	199.5	181.1	83,986	69,244	213,485	193,786	49,101	43,153
Total Group	449.3	446.6	1,156.8	1,127.8	408,365	401,219	1,051,937	1,024,720	258,210	259,961

† Due to printer's strike there were only three issues in March 1958 and four issues in March 1959.

THE new Rodgers & Hammerstein hit musical, "Flower Drum Song," at New York's St. James Theater contains a show-stopping song called "I Enjoy Being A Girl." The lyric starts off like this:

When I have a brand new hair-do
With my eyelashes all in curl,
I float as the clouds on air do,
*I enjoy being a girl!**

Pat Suzuki sings it, and Ladies' Home Journal couldn't resist it —the song, as well as the notion it contained. (After all, we enjoy being a magazine edited for women who enjoy being women!)

Because women do enjoy being women, they enjoy the way Ladies' Home Journal is edited—*for*, *of* and *about* women. They show it by hurrying to *our* particular box office (i.e., newsstands throughout the country) month after month. In March, over 5,850,000 women bought and read the Journal.

Advertisers, men for the most part, may not understand the wonderful rapport between women and their favorite magazine. But advertisers quickly see—and understand—and *enjoy*—the way women respond to ideas in the Journal. This is why advertisers give us the biggest, healthiest box office take of any women's magazine!

*© 1958 by Richard Rodgers and Oscar Hammerstein 2nd.

Never underestimate the power of the No. 1 magazine for women...

Ladies' Home JOURNAL
A CURTIS PUBLICATION

NO. 1 IN CIRCULATION ★ NO. 1 IN NEWSSTAND SALES ★ NO. 1 IN ADVERTISING

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Agency Man Asks, 'Is It Fair to Discriminate in Acceptance of Advertising?'

To the Editor: In your March 30 issue an ad appeared, entitled, "An Open Letter to Some Tobacco Companies and Their Advertising Agencies." This ad was in effect a plea by H. W. Kastor & Sons to allow that agency to place ads for its client, Bantron. This letter-ad opens with an explanation pertaining to people who should not smoke, and goes on to state that "Bantron is in no way a threat to the consumption of cigarets . . ."

This, in my mind, represents one of the most disgusting situations that I have ever come across. I had a similar situation recently when I tried to place ads for a client of ours, with two newspapers (whose names I shall not mention). One of these publications wrote me a letter telling me that they do not accept ads which conflict with local merchants. The other sent me the rather wry comment: "We do not care to publish the enclosed ad." Since when are ads placed, either nationally or locally, that do not compete with local merchants? I am sure if this newspaper accepted only ads which do not conflict with local merchants, it would not remain in business too long. The other publication stood pat on its policy of discrimination.

■ Does an advertising agency, or a client for that matter, have to "beg" a publication to accept its ad? As long as an ad is not dishonest, obscene, or an infringement on moral and ethical laws, any ad should be accepted without pressures from any group.

I am fully aware that there now exists a contract clause which gives a publisher the prerogative to pass judgment on ads sent to his publication. I ask you, is this right? Is this legal? Is this a "fair trade practice?"

It is surely a pathetic sight to see an agency, client or any individual beg for equality. Competition forms the very core of our successful capitalistic and democratic society. Every time a group of individuals has tried to stem competition, there has always been a loud and resounding note of disapproval, and the stigma remains for years.

Publications must realize that they are a business like any other. The fact that they relate news and specialized services to their readers has given them much leeway, but this leeway must not be abused! No matter how unusual their type of business, publications must play according to the laws—not a set of rules that they have set down for themselves.

We in the advertising field are constantly justifying our profession. We have had to survive an overwhelming tide of bad publicity. Practices such as those brought out in the Kastor agency's ad in Advertising Age do nothing but reopen a very old and painful wound.

Sol Demel,
Gramercy Advertising Co., New York.

• • •

Agrees on 'Too Much Talk' in Advertising's Defense

To the Editor: Your editorial, "Could Be Too Much Talking" (AA, April 6) should have taken up the entire page. This business of the advertising profession having to "justify" or "explain" advertising is as stupid as an automobile manufacturer explaining why he makes motor cars.

The minute we start making excuses our critics become even more suspicious of advertising. I, too, say let's stick to our knitting and let the chips fall. Calling attention to what others consider our sins, by defending what we say and do, is the weakest kind of advertising campaign.

For the simple reason that you can't please all of the people all of the time, advertising will always have its critics as smokers and drinkers have their eternal critics. So the next time your party bibber says, "I think all advertising stinks," agree with him and offer him a bottle of Airwick or some other suitable smell killer. He can't argue with that.

Of all the various surveys I have seen over the years regarding the public's opinion of advertising, the majority, by a large margin, find no objection to most advertising and many find it most helpful. I think, in spite of our critics, that, come ampersand or four-point rule, advertising is here to stay. So let's not "defend" or "justify" it. Let's give it the soft, quiet sell by keeping our mouths shut more often.

Edward Bozorth,
Adams & Keyes Inc., New York.

• • •

'Man in Command' Is Going Strong

To the Editor: We read with interest your March 30 story on Esquire shoe polish, launching a new campaign on the theme "The Man in Command."

Our interest stems from the fact that three years ago, this agency developed "The Man in Command" theme for Austin Healey automobiles here in Southern California (see enclosed ads).

This campaign has been running since the fall of 1957 and is still running weekly in the *Los Angeles Times* and *Los Angeles Examiner*.

You, perhaps, will recall that Advertising Age covered a story on our "Man in Command" in your Nov. 18, 1957, issue.

We hope our "Man in Command" proves as successful for Esquire in 1960 as it has been here for Austin Healey the last three years.

William G. Brangham,
Executive Vice-President, Fallon & Co., Los Angeles.

• • •

Questions Weiss' Figures on Auto Industry

To the Editor: For years I have been a consistent reader of Advertising Age, as have most people in the business. Your publication has been informative, educational and a great saver of time, as it covered the ad-front in a complete manner.

But the image I am sure you have worked so diligently to create has been somewhat shattered by the flagrant misinformation propounded in the story on Page 93 of your March 16 issue, written by E. B. Weiss. The title is—"Autos and Macaroni."

It is difficult to understand why you allow the use of your editorial space to be usurped by an uninformed individual who solves great problems with easy words that have no foundation in fact.

■ I don't know anything about the macaroni business; but I do about automobiles. In the first place, Mr. Weiss refers to record-breaking 1956 twice to make a point. The record-breaking year was 1955, which accounted for about 2,000,000 more units sold and/or produced than the calendar year of 1956. This just underlines his lack of knowledge.

He makes the statement that in his opinion he doubts that 1959 sales will exceed 1958 by 15%. There may be a fortune in this claim for Mr. Weiss; or some people in Detroit. If he cares to "put up," I am certain that people around Detroit will happily cover. Of course, he probably should know that production of American passenger cars during the first quarter will run 25% better than in 1958, and on trucks it will exceed 30%. One important factor that Mr. Weiss seems not to know is that 1958 was a labor contracting year and that strikes thwarted production for the last six months of 1958. In fact, Chrysler Corp. is right now just starting to hit their stride because of a long glass strike . . . so, the gains already posted by the industry have been without the help of the nation's third largest producer.

But, I think the crowning inaccuracy of the story by Mr. Weiss is his remark, "It will be at least 1960 and more likely 1961 before the auto industry can dig itself out of the mess into which motivational and other research plunged it." I would sure like to know the facts on which he so glibly based that statement!

■ Maybe Mr. Weiss is smarter than we give him credit for. He refers to his writings during the 1920s; and if he knows a major industry which has shown an uninterrupted sales climb maybe he should tell us. Then all we have to do is buy stock in the leading companies, retire and live securely off our ever-increasing wealth.

This letter is meant to be constructive. Mr. Weiss obviously has an axe to grind. It seems a shame to allow space to a man who disregards readily obtainable facts and who blandly accuses the automotive industry of being in a mess caused by research. The man just doesn't know what he is writing about.

Walter F. McCarthy,
Vice-President, Campbell-Ewald Co., Detroit.

• • •

Says Seagram Was First With Double-Truck Space

To the Editor: In Advertising Age of April 13, Page 64, the information that Park & Tilford Distillers Co. is the first to use double-truck newspaper space for liquor advertising is erroneous.

In 1934 Seagram used double trucks in metropolitan newspapers with headlines across the gutter,

The Blade Is Worrisome

To the Editor: Enclosed is a cut out of an article you ran in your March 2 Advertising Age. I truthfully was more concerned about the fact that the gentleman was about to cut himself . . . than with the fact that Roma was being advertised!

W. Tuls,
Advertising Department, Vogelzang Hardware Co., Holland, Mich.

"Now available 16,000,000 gallons of whisky all over four years old," etc. This was news.

My favorite advertising journal for 25 years may want to correct the inaccuracy.

David M. Davies,
Deerfield Beach, Fla.

In the caption Mr. Davies refers to it said the double-truck "is reportedly the first . . ." AA is glad to set the record straight.

• • •

Perfect Weekends Offered in New York and Washington

To the Editor: Two "Perfect Weekends"—which came first?

One (for "He Who Must Die") appeared Friday March 27, 1959, in the *New York Times*, the other

at 2nd AVE.
ONE WAY to the perfect weekend
He who must die
at 14th
ONE WAY to the perfect weekend
gidget
SANDRA DEE · CLIFF ROBERTSON · JAMES DARREN
ARTHUR O'CONNELL · THE FOUR PREPS
EASTMAN COLOR · CINEMASCOPE
2ND HAPPY WEEK
TRANS-LUX

appeared April 3, 1959, in the *Washington Post* and *Times Herald*.

This "one way" idea was sure pirated a long way.

I made the original ad.

Peter Colan,
Long Island, New York

• • •

Cigar Smoker to Andy

To the Editor: Any columnist should expect public abuse—it's part of the game. So here is some for Andy Armstrong.

His cigar piece (AA, April 6) was interesting to this reader, not only from the ad-theme criteria, but from the open glimpse into a modern art director's mind (I presume he is typical, since he wears the badge of crew-cut and string tie).

The "asphyxiation" that oppresses him in the smoking car

AD SCHEDULES OF COMPETITORS
- '59 Blue Book spans 4 yrs. through 1958 . . . 10,000 firms. $35
- Red Book 20 . . . 1958 only. Another 25,000 firms. $35

Write: V. H. VanDiver, Sr., BRAD-VERN'S REPORTS, Woolford, Md.
Phones: Cambridge 171 and 2980

It's what's up front that SELLS!

Effective Displays do the job in today's fast moving merchandising world. Put your product in the "up front" space. Show more—sell more!

For new ideas in displays, write

STAINLESS METAL PRODUCTS, INC.
(Wire Products Division)
P. O. Box 8213
Chattanooga 11, Tenn.

(what else is the car for?) and that "chewed and slimy butt in the ash tray" are dead giveaways. What occurs to *this* cigar smoker, who lays no claim to excess masculinity (nobody has called me a stallion-type, yet), is that art directors and the feminine gender have a similar viewpoint, at least toward cigars.

It may never occur to you who concur with the feminine viewpoint on life and morals, that the current crop of cigaret smokers seem to prefer to light up and live in elevators, at lunch counters, especially where we cigar smokers are not smoking *anything*. With this fixation goes the unspoken rule that exhausted fumes should be directed at and through the nearest non-smoker.

It may not occur to you that cigar smokers regard the effluvia of cigaret smoke from deep in lungs, as obnoxious as you do our mouth-inhaled exhaust!

As to the "slimy butt" Oh la-de-dah! If cigar smokers had their nails done more often, perhaps they could learn to dispose of butts more discreetly, a la sanitary napkins.

Why low-rate that rapidly-disappearing species, the masculine male? From what I hear, women liked the old-type male, albeit not as much as they now do the shorn, shaven and much cologned version of today.

Mert Read,
Advertising Manager, Valley National Bank, Phoenix.

• • •

Here's a Problem Ad

To the Editor: We have read with more than casual interest your editorial and news stories on "Cigaret Censorship."

We are having more than our share of problems getting the attached ad accepted. It has been offered to ten leading newspapers, magazines and Sunday supplements. One daily newspaper has agreed to run it. In each case, we

YOU CAN
STOP SMOKING
IN EXACTLY 43 DAYS!
Highly successful technique uses no drugs, no will power! Just send name and address for amazing 10 DAY FREE TRIAL. No obligation. Write today to: THALIA, A101, 373 Fourth Avenue, New York 16, N. Y.

submitted to the publication the complete ten-day free trial offer made in the copy. In almost every case the publication found the copy unacceptable.

This is a tested psychological technique which has been proved widely effective throughout the British Isles and Europe. As far as we know, no "cigaret censorship" forced media to reject copy such as this. As recently as 1954 (probably before the smoking-cancer links were established) this same copy ran in New York City newspapers.

We would consider it a great service if you could publish this ad herewith, so that all media interested in running this ad could contact our media department.

Keep fighting till the smoke lifts.

Ben Morris,
Vice-President, Frances, Morris & Evans Inc., New York.

AA is glad to publish this letter and ad, but wants to make it clear that its editorial did not suggest that media must accept all advertising offered to them. It did say that acceptance or rejection of advertising is exclusively a media problem, and it should never be delegated to other advertisers.

• • •

MacManus Represents 'News'

To the Editor: Your story (AA, April 13) on the Air Force switch to MJ&A was splendidly comprehensive, I thought. Just for the record, we represent the *Detroit Times*, not the *News* as the story states.

Frank T. Skinner,
Vice-President, MacManus, John & Adams, Bloomfield Hills, Mich.

• • •

'A Penny Saved . . .'

To the Editor: The Brand Names Foundation consistently advises the consumer to shop for brand names which are known, respected, tried-and-true. Actually, in polite language, they say don't buy the grocery items a penny or two less than the brand-name competitors and beware of hard-goods selling a few dollars lower than that of recognized names.

Yet, when the Foundation goes to the expense of a full black-and-white page in the current issue of *Life* [April 13, Page 138], they seem to have decided to save a few dollars by using a rather old stock shot of 42nd St. between Fifth and Sixth Aves. as opposed to new or original photography. True, that consumers may not notice the per-

ceptible changes in the store facades and the awnings. However, any fashion-conscious woman (and I thank my wife for noticing) will note that the women's long hair styles, broad shoulders on coats and wide heels are all indicative of styles from yester-year.

Needless to say, I thought that these observations would be of interest to ADVERTISING AGE.

Robert W. Bloch,
Robert W. Bloch Public Relations, New York.

• • •

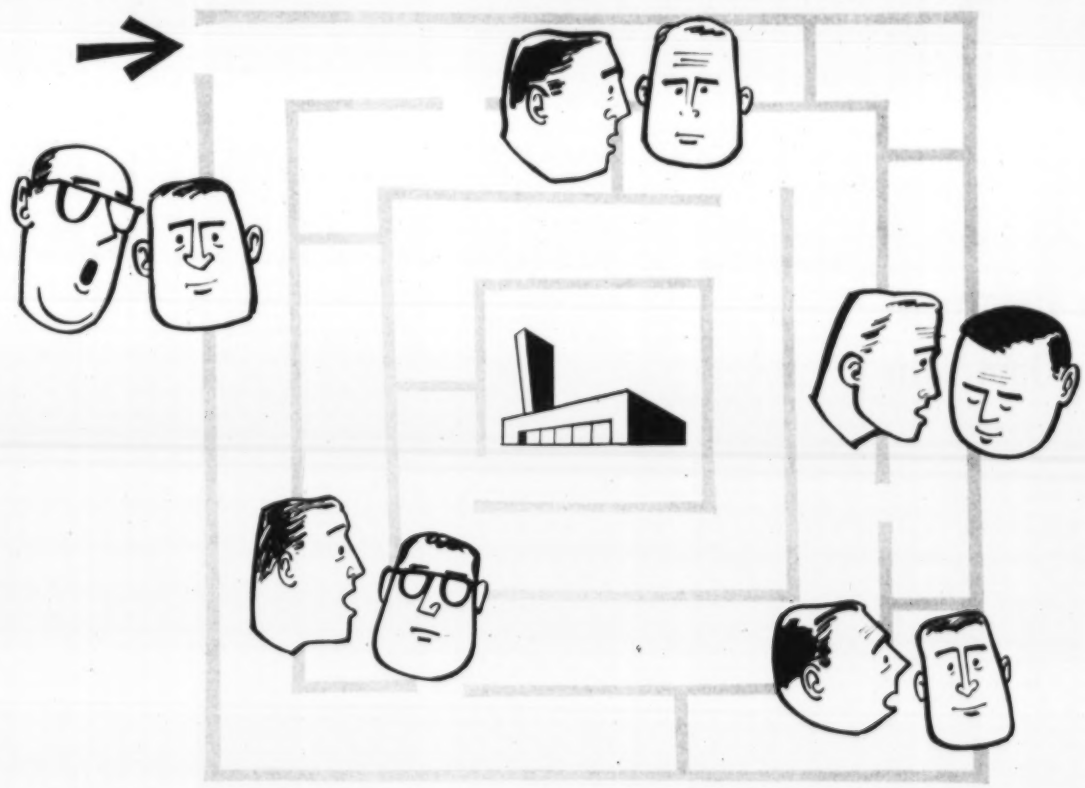
Another Knoll Standby Reports to Woolf

To the Editor: James D. Woolf has done it this time—brought me to the "letter to the editor" stage. Mr. Woolf seems to be getting more than slightly arthritic in his mental processes. His latest—this week's attack on the Knoll chimney sweep ad, is the worst! It's not hard to call the more subtle type of joke ridiculous when one doesn't "get it." Frankly I think Mr. Woolf just didn't "get it."

I'll venture to suggest that every woman or every decorator who's ever had a precious piece of furniture spoiled *would* get it! A valuable piece of furniture never looks more-so than when you find the cat curled up in it! The brilliant advertising psychologist of the Knoll ad understands this and has brought *off* a most successful, most arresting ad that has been highly praised in other more enlightened "corners" than Mr. Woolf's! By the way, I understand this ad has appeared annually now for five years. Is this the first time the alert Mr. Woolf has seen it?

In the writer's opinion this ad *does* create an unique, three-fold product image for Knoll—that of being the producer of fine furniture one would dearly wish to keep the cat or a chimney sweep *off*! . . . that of being a daring innovator, willing to run a bravely unconventional ad . . . that of being a *leader* able to poke a little fun at oneself and willing to take the chance of being misunderstood by the poor in spirit! Speaking of "image" I should think it's high time Mr. Woolf went about re-evaluating his own! It's *square*.

Arthur C. Mayer,
Copy Chief, Hicks & Greist Inc., New York.



WHAT DID
the Sales Manager tell
the District Manager to tell
the Sales Supervisor to tell
the Salesman to tell
the Grocery Buyer to tell
the Super Market Operator?

You can be pretty sure that by the time the story gets down to headquarters (where your products are bought) and the super market (where they're sold) that it isn't quite the same one the sales manager wanted to put across.

Then, how do you line up all the top headquarters and store executives in the country and tell them your story — the way you want it told?

They're interested. . . . To stay competitive, retailers know they must "keep up" on new promotions and product developments.

That's why the average super market executive spends 2½ hours a week reading his trade magazines.

Today, the stakes are too high for a manufacturer to depend solely upon roundabout ways of getting his marketing story to key headquarters and store executives.

It makes sense to pre-sell these leading accounts the same way you pre-sell Mrs. Consumer. Advertise directly to them . . . every month.

Make sure retailers get your promotion and product story just the way you want it told . . . in

Progressive Grocer
The Magazine of Super Marketing

Gets to every chain, co-op, voluntary headquarters — every super market — the stores where 4 out of 5 Americans shop.

CREDEVO CHE LA MIA CAMICIA FOSSE BIANCA
FINCHÈ NON HO VISTO LA TUA, LAVATA CON OMO
OMO
è il confronto che convince
OLÀ
fa il bucato
bianco...bianchissimo!
...e OLÀ è insuperabile anche per lavare i tessuti delicati di lana, seta, nailon: la sua morbida schiuma li fa ritornare come nuovi!
OLÀ rinvigorisce e rinfresca tutti i colori lavabili.
Dove arriva OLÀ lo sporco se ne va!

DOUBLE O—*These ads tell the story of the rivalry between Lever (Omo) and Colgate-Palmolive (Ola) as missionaries to the Italian detergent market.*

Front Runners in Italian Detergent Derby: Omo, Ola

But Most Signoras Cling to Bar Soap as Washday Staple

By Betty Young

MILAN, April 21—The biggest job detergent manufacturers have in Italy right now is not competing against one another. It is convincing the tradition-bound Italian housewife to change from using cake laundry soap for the wash.

Two brands—Lever's Omo and Colgate-Palmolive's Ola—are currently running neck and neck in the detergent market. Together they do about 70% of the detergent business in Italy.

Omo was the first all-purpose detergent to arrive in Italy. It was marketed here in 1954, with the advertising assigned to Lever's house agency, Lintas.

Ola followed in 1955. Colman, Prentis & Varley handles this Colgate brand.

Both products are manufactured in Italy.

■ Procter & Gamble has also invaded Italy with Spic 'n Span, which is being made by an Italian company under P&G supervision. Intam is handling the advertising.

However, since Spic 'n Span is specifically for floors, it is not in direct competition with the ten or more detergents now marketed here.

The Italian detergent market is not growing as fast as was anticipated several years ago. Besides custom, money is an important factor. Only a tiny percentage of Italian homes have washing machines, and since more people live in apartments than in houses, washing is spread out through the week because of the lack of space for drying.

Detergents cost much more than cake soaps, and they are marketed in very small, as well as regular, sizes. As yet, there is no market for high-price giant or economy sizes.

■ The European soap market represents an interesting maze of brands. Take Omo, for example:

- The Italian Omo formula is not used by Lever in England at all.
- In England, Omo is a blue powder.
- Also in England, Lever uses the Italian Omo package for Surf.
- Surf is Omo's sister product in the U. S.

■ Or take Persil, the top-selling soap powder in both England and Germany. Only in England is Persil made by Lever; it is made in Germany by Henkel. It was originally a German product, but the British rights were sold to Lever in 1930. Still a different Persil is marketed in Italy.

A highly successful advertising campaign—started in 1932 in England for Persil—is now extremely popular in Italy, but for Omo. It goes: *Credevo che la mia camicia fosse bianca finche non ho visto la tua*—I thought my shirt [sheet, towel, etc.] was white until I saw yours.

This was so popular a short time ago that comedians began routines with "Credevo che..."—and got an immediate response. #

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

March Sales of Chain Stores

	March 1959	March 1958	% Gain or Loss	3 Months 1959	3 Months 1958	% Gain or Loss
VARIETY AND MISCELLANEOUS						
Beck Shoe	5,518,913	4,311,891	+28.0	13,063,711	11,675,495	+11.9
[b]Bond Stores	6,276,178	6,252,071	+ 0.4	59,639,510	58,758,034	+ 1.5
Butler Bros.	14,716,464	12,078,950	+21.8	40,767,764	35,071,586	+16.2
[b]Diana Stores	3,623,161	3,033,059	+19.5	26,759,992	24,082,467	+11.1
Edison Bros.	13,071,074	9,119,827	+43.3	26,527,748	20,048,579	+32.3
Fishman, M. H.	1,110,057	993,317	+11.8	2,663,889	2,478,173	+ 7.5
Gamble-Skogmo Stores	10,442,676	8,490,948	+23.0	28,260,599	23,433,942	+20.6
Grant, W. T.	35,460,326	28,389,560	+24.9	82,753,622	69,067,626	+19.8
[b]Grayson-Robinson Stores	4,959,331	3,212,660	+54.4	37,065,916	27,899,565	+32.9
[c]Green, H. L.	10,677,618	9,359,571	+14.1	18,102,650	16,265,138	+11.3
[c]Interstate Dept. Stores	4,848,299	4,678,090	+ 3.6	8,266,912	7,935,193	+ 4.2
Kinney, G. R.	8,407,000	5,546,000	+51.6	16,090,000	11,663,000	+38.0
Kresge, S. S.	31,861,441	26,741,707	+19.2	79,280,569	70,351,434	+12.7
Kress, S. H.	12,550,028	10,274,921	+22.1	33,101,727	28,600,873	+15.7
Lane Bryant Inc.	7,181,834	6,919,440	+ 3.8	17,623,416	16,096,719	+ 9.5
[c]Lerner Stores	18,094,033	13,896,476	+30.2	27,684,199	22,096,022	+25.3
[c]Mangle Stores	4,753,856	4,223,079	+12.6	6,845,759	5,871,614	+16.6
McCrory-McLellan Stores	14,206,930	11,623,155	+22.2	34,915,423	31,310,067	+11.5
Melville Stores	14,047,851	9,232,306	+52.2	29,052,263	22,419,463	+29.6
[c]Mercantile Stores Inc.	12,336,000	11,205,000	+10.1	21,332,000	19,291,000	+10.6
[b]Miller-Wohl Co.	4,156,826	3,464,731	+20.0	28,475,980	26,368,751	+ 8.0
Murphy, G. C.	17,234,581	13,785,501	+25.0	42,842,541	36,183,971	+18.4
Neisner Bros.	5,480,530	4,583,422	+19.6	13,300,399	11,985,183	+11.0
Newberry, J. J.	18,666,670	14,520,600	+28.6	45,271,579	38,376,379	+18.0
Penney, J. C.	100,102,308	86,838,322	+15.3	173,064,097	152,699,109	+13.3
Rose's Stores	2,713,357	1,890,870	+43.5	6,383,582	4,673,110	+36.6
[c]Shoe Corp. of America	8,034,485	5,626,520	+42.8	18,982,165	15,714,406	+20.8
Sterchi Bros.	1,054,947	1,004,254	+ 5.0			
Western Auto	17,951,000	15,284,000	+17.4	50,424,000	42,912,000	+17.5
White Stores	3,395,627	2,820,108	+20.4	10,387,208	8,286,521	+25.4
[c]Winn-Dixie Stores	53,836,705	48,967,201	+ 9.9	509,504,960	448,021,613	+13.7
Woolworth, F. W.	73,476,504	61,424,975	+19.6	182,492,710	163,619,297	+11.5
Group Total	$ 540,246,610	$ 449,792,532	+20.1	$1,690,926,890	$1,473,256,330	+14.8
FOOD CHAINS						
Colonial Stores	$ 34,532,181	$ 34,863,387	— 1.0	$ 100,465,729	$ 102,910,852	— 2.4
Grand Union	57,029,858	43,486,499	+31.1			
Jewel Tea	34,526,308	33,231,587	+ 3.9	104,316,573	98,952,571	+ 5.4
Kroger Co.	144,792,827	136,081,844	+ 6.4	430,623,669		
Group Total	$ 270,881,174	$ 247,663,317	+ 9.4	$ 204,782,302	$ 201,863,423	+ 1.4
MAIL ORDER						
[c]Sears, Roebuck	293,472,172	264,739,765	+10.9	535,954,172	473,510,947	+13.2
Spiegel	18,296,644	11,095,600	+64.9	37,240,453	24,233,676	+53.7
#/Montgomery Ward	78,586,380	66,681,470	+17.9	159,989,066	134,091,221	+19.3
Group Total	$ 311,768,816	$ 275,835,365	+13.0	$ 573,194,625	$ 497,744,623	+15.2
DRUG CHAINS						
Peoples	7,009,193	5,730,638	+22.3	19,846,867	16,520,706	+20.1
Walgreen	23,086,266	20,634,589	+11.9	65,631,826	59,414,619	+10.5
Group Total	$ 30,095,459	$ 26,365,227	+14.1	$ 85,478,693	$ 75,935,325	+12.6
Combined Total	$1,152,992,059	$ 999,656,441	+ 9.9	$2,554,382,510	$2,248,799,701	+13.6

[c] Two month period. [b] Eight months. [4] Five weeks April 4; nine weeks March 28; 13 weeks March 28. [c] Four weeks April 4; 40 weeks April 4. # Not included in totals. / Figures shown are for March 5-April 1 period; cumulative figures are for Jan. 29-April 1 period.

Thomson Adds Ottawa, Kelley

Thomson Advertising, Peoria, Ill., has been named to handle the accounts of the Ottawa steel division of Young Spring & Wire Co., Ottawa, Kan., manufacturer of construction and material handling equipment, and the Kelley ripper division of Crutcher, Rolfs & Cummings, Houston, manufacturer of heavy-duty tractor rippers.

Eastman Adds 3 Stations

Robert E. Eastman & Co., New York, has been named to represent KXL, Portland, Ore.; KJR, Seattle, and KNEW, Spokane, effective May 1. Daren F. McGavren Co. announced the resignation of these stations recently.

IAA Honors Wallace

The International Advertising Assn. will honor De Witt Wallace, publisher of *Reader's Digest*, with a special citation, to be presented at the IAA's annual convention in New York April 30.

AP Parts Launches Push

AP Parts Corp., Toledo, manufacturer of replacement automotive mufflers and exhaust pipes, has expanded its consumer advertising to include Morgan Beatty's "News of the World" (NBC radio) and ads in *Life*, *Popular Mechanics* and *The Saturday Evening Post*. The print schedule will begin with a two-color page in the April 27 *Life*. Two-color spreads will also be used in most automotive trade publications. Gray & Rogers, Philadelphia, handles the account.

Boysenberry Juice Offered

California Frozen Juice Co., Beverly Hills, is introducing Knott's Berry Farm frozen boysenberry juice in the Los Angeles market, with national distribution to follow. R.o.p. newspaper ads are being used, plus spot tv. Arthur Meyerhoff & Co., Chicago, is the agency.

Palmerton Names Edstrom

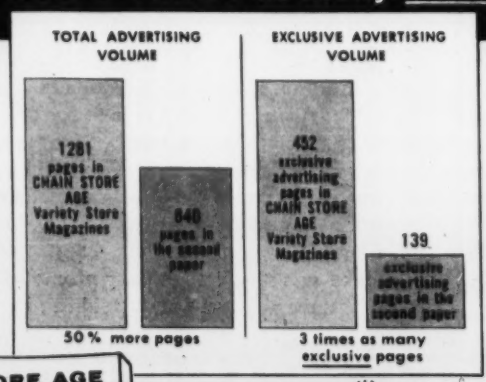
Bernie G. Edstrom has been named advertising sales representative in the Ohio-Michigan area for Palmerton Publishing Co., New York, publisher of *Adhesive Age*, *Rubber Age* and *Rubber Red Book*. He will make his headquarters in Cleveland.

Fykse Joins Associated Spring

Lewis D. Fykse has been named director of marketing of Associated Spring Corp., Bristol, Conn. He previously was marketing services manager of American Machine & Foundry Co.

In 1958... over 50% MORE ADVERTISING PAGES
than the second paper
...and MORE THAN 3 TIMES as many Exclusive ad pages

—that's the dollars-and-cents measure of *advertiser preference* for CHAIN STORE AGE *Variety Store* Magazines: the Executives Edition and the Store Managers Edition – an advertiser preference that holds true not only for the market as a whole... but in major variety store departments such as Housewares, Toys, Apparel, Toiletries and Notions.


TOTAL ADVERTISING VOLUME
1281 pages in CHAIN STORE AGE Variety Store Magazines
840 pages in the second paper
50% more pages
EXCLUSIVE ADVERTISING VOLUME
452 exclusive advertising pages in CHAIN STORE AGE Variety Store Magazines
139 exclusive advertising pages in the second paper
3 times as many exclusive pages

CHAIN STORE AGE Variety Store Magazines are *first* with advertisers because for 34 years they have been first with chain variety store men—proved so as the only *paid-circulation*, ABC-audited magazines in the field and by their consistently *high renewal rate* – currently 82.94%. Write for sample copy and detailed market and circulation information.

TWO BOOKS ONE RATE ONE PLATE
CHAIN STORE AGE VARIETY STORE EXECUTIVES EDITION
CHAIN STORE AGE VARIETY STORE MANAGERS EDITION
Total Distribution 23,600 ABC
Publisher's statement 12/31/58
2 Park Avenue, New York 16, N.Y.
Boston • Chicago • Los Angeles
The only variety store magazines chain store men BUY

YOUR #1 MAGAZINES IN YOUR VARIETY STORE MARKET
CHAIN STORE AGE *variety store magazine*
Executive & Managers Editions

2 Park Avenue, New York, N. Y.

When the number one newspaper in
advertising in the ninth largest
market offers ROP color... *it's good news!*

The Washington Star

NOW OFFERS

Full ROP Color

DAILY AND SUNDAY

When you're making up your color schedule, be sure to check The Star's attractive color rate structure and MULTIPLE PAGE DISCOUNTS. You will find it practical and economical to use ROP COLOR in The Star. Your O'Mara & Ormsbee man will be happy to furnish complete information.

The Washington Star

EVENING AND SUNDAY ☆ WASHINGTON D. C.

Represented nationally by: O'Mara and Ormsbee, Inc., 342 Madison Avenue, NYC 17; Chicago—Detroit—Los Angeles—San Francisco

Special Florida representative: McAskill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Ave., Miami Beach, Florida.

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

These outdoor phone booths are taking quite a beating these days what with college boys cramming themselves in by the classful, but when a tourist down south was ordered by police to stop cooking his meals in one—that's the livin' end, brother. Next thing you know, some wise guy with one of those so-big sports cars will be using a phone booth for a garage.

Leaving the fate of phone booths in the laps of the gods of the phone companies, we turn to the fate of more important things—like an advertiser who wants fast, sure sales facts on a particular product—without spending a small fortune. More and more advertisers and agencies (we'll be happy to show you who) depend on Burgoyne to deliver the goods. The reason is simple. Burgoyne is *permanently* set up with a nationwide network of drug and grocery store panels operating in America's best test markets. These store panels are the information centers for sales facts gathered with accuracy and care by Burgoyne field personnel. Because each Burgoyne Sales Study is "tailor-made" to suit the needs and requirements of the client, you may select the number of stores and location of the test cities you want to use. Phone or write, and give us a chance to tell you the whole story.

• • • • •

MEET THE BURGOYNE TEST CITIES
CANTON and SPOKANE

. . . are two of the cities which make up the select list of BURGOYNE Test Cities, and which are permanently set up for BURGOYNE Retail Sales Studies.

SPOKANE—located in Eastern Washington at the falls of the Spokane River, it is the trade and rail hub for a rich region yielding lumber, minerals, wheat, livestock, and fruit. Industry includes aluminum mills, machine and rail shops. In this capital of the "Inland Empire," we recommend the CHRONICLE and SPOKESMAN-REVIEW as the top selling medium.

CANTON—this 153-year-old city is an outstanding eastern Ohio industrial center, featuring iron and steel works, oil refining, and manufacturing of bearings and engines. Famous as the birthplace of William McKinley—24th president of the United States. In Canton, we recommend the REPOSITORY as the medium for complete coverage of the market.

• • • • •

When you're mapping the strategy for your next market test . . . let Burgoyne experience help you in the all-important task of assembling and assessing the facts.

Burgoyne
GROCERY & DRUG INDEX, INC
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Coming Conventions

*Indicates first listing in this column.

April 26-29. National Assn. of Transportation Advertising, annual convention, The Greenbrier, White Sulphur Springs, W. Va.

April 29-30. International Advertising Assn., annual convention, Hotel Roosevelt, New York.

April 30-May 3. Advertising Federation of America, Fourth District, Tides Hotel and Bath Club, St. Petersburg, Fla.

April 30-May 3. American Women in Radio & Television, 8th annual convention, Waldorf-Astoria, New York.

May 3-5. Magazine Publishers Assn., annual spring meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 4-6. Assn. of Canadian Advertisers, 44th annual conference, Royal York Hotel, Toronto.

May 4-9. Advertising Research Foundation, "Operations Research" seminar, Cleveland.

May 6-8. American Public Relations Assn., International Conference, Diplomat Hotel and Country Club, Hollywood Beach, Fla.

May 6-8. Public Utilities Advertising Assn., annual convention, Sheraton Hotel, Dallas.

May 10-12. Life Insurance Advertisers Assn., southern round table, Dinkler Plaza Hotel, Atlanta.

May 14. University of Michigan advertising conference, sponsored by the university's departments of art, journalism and school of business administration, Ann Arbor.

May 17-20. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.

May 20-22. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21-22. American Marketing Assn., Montreal chapter conference on "Montreal, Canada's Keystone Market," Queen Elizabeth Hotel, Montreal.

May 24-26. Life Insurance Advertisers Assn., western round table, Ambassador Hotel, Los Angeles.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

May 24-27. Super Market Institute, 22nd annual convention, Convention Hall, Atlantic City, N. J.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 10-12. Continental Advertising Agency Network, annual convention, Benjamin Franklin Hotel, Seattle.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn. national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 22-26. First Advertising Agency Group, 31st annual conference, Belmont Hotel, Cape Cod, Mass.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

*Aug. 5-8. Advertising Age's Second Annual Summer Workshop on Creativity in Advertising, Palmer House, Chicago.

Aug. 12-13. 4th annual circulation seminar for business publications, Pick-Congress Hotel, Chicago.

*Aug. 28-30. W. Va. Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 10. Advertising Research Foundation, first of 13 consecutive Thursday seminars, Chicago.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt, New York.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 29-Oct. 3. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

*Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

*Oct. 20-23. Junior panel, Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Insurance Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

SING—*Adman Sidebotham leads youthful group in hymn sing.*

Versatile Adman . . Jack Sidebotham

People who persist in thinking of admen as unprincipled hucksters should drop in some Sunday evening at the home of Jack Sidebotham, tv art supervisor at Young & Rubicam, New York, who gave the Piel Bros. their sizes and shapes.

There they would find Jack and his wife leading a religious meeting for 35-40 high school students. The Sidebothams have been holding these weekly get-togethers—complete with religious movies, speakers, discussion groups, and socials—for the past seven years.

■ For seven years, too, they've organized a religious conference one weekend every winter for the teen-agers. Mid-February was the last one; it was held in Stroudsburg, Pa. Five years ago, the Sidebothams also started a week-long conference for the group, held each summer at a resort hotel in Center Moriches on Long Island.

About half of the teens are from the Sidebothams' church, Bethany Chapel, in Yonkers, N. Y., a non-sectarian church. The others are from outside the church. As they enter college, move away and marry, many of them still keep in close touch with the Sidebothams—"We're going to go broke buying wedding and baby presents," Jack says happily.

Jack joined Y&R 12 years ago, when he got out of the Navy. Besides drawing the cartoon figures for the Piel Bros. commercials, he's "worked on Jell-O a good bit, and on just about every other account." He's now tv art supervisor for Y&R's tv commercials and copy supervisor on Lipton instant tea, Jell-O pudding and Dream Whip. #

MILK BREAK—*Jack and Mrs. Sidebotham pour for teen guests.*

ON THE JOB—*At Y&R Jack is art supervisor for all tv commercials.*

FLOOR SITTER—*Jack participates in gabfest with teens.*

Portland Admen Name Dawson

Don Dawson, president of Dawson & Turner, has been elected president of the Portland (Ore.) Assn. of Advertising Agencies. Others elected are William Wilson, Cole & Weber, vp, and Hugh Dwight, Hugh Dwight Advertising Agency, secretary-treasurer.

Meltzer Opens in New York

Richard N. Meltzer Advertising, San Francisco, has opened a New York office at 230 Park Ave. under the direction of Jeremy Alan Barkann, formerly an account executive with Batten, Barton, Durstine & Osborn. The office will service eastern dealers of Simca and other Meltzer accounts. Meltzer is the national agency for the Chrysler-imported Simca.

Smith Returns to Panama

Ralph W. Smith has resigned as vp of McCann-Erickson, New York, to return to Panama as general assistant to Fernando Eleta, president of RPC Radio Network. Mr. Smith served in Panama during World War II.

Leber & Katz Names Three

Leber & Katz, New York, has appointed Murray A. Valenstein, formerly vp of S. A. Levyne Co., an account executive for Swanee paper products. Leber & Katz also has named David Karp, formerly production manager of Ashe & Engelmore, production manager, succeeding Nat Roberts, who has been named to the new post of account service manager.

Establish Washington Embassy, 4A's Urged

(*Continued from Page* 1)
that an educational program conducted by a trade association, unless it is engaged in substantial lobbying activities, can likely be supported as a deductible business expense.

"The U. S. Chamber of Commerce is interested in legislation and does something about it; yet the question of deductibility of dues to this organization has never been raised or challenged, to my knowledge."

Interspersed with the politics was some serious consideration of some of the agencies' problems in such areas as understanding in financial circles, client relations, media relations, government problems.

■ Ernie Jones, president of MacManus, John & Adams, dealing with the thorny problems of client relations, noted that 1958 saw more agency-client divorces than any preceding year—some $185,000,000 worth of accounts changing hands.

He noted that there may be a growing sub-stratum of incompatibility between agency and client—"dry tinder awaiting the circumstantial spark." He said three notions breed client distrust and a distorted picture of advertising practitioners:

- The notion that agency profits are huge, and agency executives lead lives of uninhibited luxury.
- The public image of the advertising man as a witch doctor or charlatan.
- Our failure to adequately control the expense account dream world of our subordinates.

■ On the money front, Mr. Jones recited the familiar profit statistics, but went on to say: "It is my opinion that the average big agency executive, on the basis of the inherent jeopardy of the business, 24-hour involvement, physical and nervous expenditure and financial return, would be healthier, happier and wealthier as a branch plant manager for any one of a dozen major industrial corporations."

He said that junior executives who entertain lavishly are usually imitating top agency executives' practice.

Summing up, he argued that respect from clients and the public cannot be won by legislation or argument. He thinks client relations can be corrected by "the complete exercise of our primary function of creativity."

He pointed out that the individual agency is the advertising business to its client. "If he respects you as a human being, his attitude is so conditioned toward the entire advertising business. If he does not respect you, then 10,000 angels singing the praises of advertising are not likely to sway him." Thus, "you *are* the advertising profession so far as your clients are concerned," he said.

■ Robert M. Ganger, chairman of D'Arcy Advertising Co. (*see story on Page* 104), was elected chairman of the association; Harry Harding, senior vp, Young & Rubicam, was elected vice-chairman; Andrew Meldrum, vp, Meldrum & Fewsmith, Cleveland, was elected secretary-treasurer. Three new directors-at-large were elected: Robert Allen, president, Fuller & Smith & Ross; John McDonald, chairman, Buchen Co.; and Rolland W. Taylor, president, Foote, Cone & Belding.

Arthur H. (Red) Motley, president and publisher of *Parade*, urged the agency men to participate more actively in politics. "As I see it," Mr. Motley said, "politics in our country is the real payoff."

He linked political participation to dispelling fallacious notions about advertising. "You and I cringe," he said, "when we seem to be identified with some big, undefined bogy of an idea that advertising is somehow false, and that 'Madison Ave.' means false values in business and in life. That isn't true. Sure, we know it isn't true. But—and here's the core—does the public know it?

■ "Isn't it one of the most important things that you or I or anybody else in advertising can do in 1959, to see that the public gets a clear idea of the profession we represent—its importance, its contribution, its vital function in making our economy work?

"That's where more public participation comes in. Let's show in political life, as well as in business life, that advertising men have the courage and brains and vigor to stand up and show the country that there's nothing wrong with Madison Ave., nothing wrong with Michigan Ave., nothing wrong with the agencies of Los Angeles, San Francisco, Dallas, Pittsburgh, Detroit. Let's show that the 'image' they've hung on us in a lot of half-baked novels is strictly a phony—a phony that covers up the real contributions of advertising."

Mr. Motley urged the admen to study the U.S. Chamber of Commerce's new political program, asserting that this course will enable them to "know your precinct committeeman . . . your county chairman . . . and above all, you'll know how to get your ideas across to him."

■ William S. Renchard, exec vp of Chemical Corn Exchange Bank of New York, told the admen that his bank's advertising budget for 1959 was up 30% over 1958, and that expenditures for the 14,000 commercial banks in the U.S. are estimated to reach $143,000,000 in 1959. The total is 12% over 1958, and seven times the $20,000,000 spent in advertising by these banks in 1946.

Mr. Renchard noted an increased interest among bankers in the capacity of management to deal with marketing problems, and he also noted that in credit or investment analyses by banks there is rarely "any specific mention made of the company's advertising program." He said he appreciated that competitive detail had to be hidden, but "they should not be so shy about this important item in presenting the story of their company to bankers."

He told the agency men that bankers weigh an effective advertising program unconsciously in appraising a company's management, but urged that admen move to make a banker "directly or consciously aware of the value of this important corporate asset."

He said advertising men should try to reach not only sales and marketing people but key executives "including particularly the financial officers who are the ones who present the company's case to their bankers, and who should have an increasing awareness of the value of this important hidden asset in the balance sheet."

■ In a three-part panel discussion editors of *Life* and *Time* outlined various aspects of the economic, political and scientific changes now taking place throughout the world, and debated the impact of these changes on American life.

Andrew Heiskell, publisher of *Life*, concluded the discussion with a talk on what he described as "the revolution of quality" now taking place.

"Just as advertising, of which you are the great practitioners, has helped bring about the revolution of quantity, so also are you in the front lines of the new and vital revolution of quality," Mr. Heiskell told the Four A's members. "A major part of making our economy function—and our economy does not function unless it grows—belongs inevitably to the people sitting in this room. On you falls the main burden of faith that our economy will work, of marshaling the energy to make it work, and of using the gift of imagination to lift it to higher levels of quantity and quality.

■ "American business men," Mr. Heiskell suggested, "must understand that interdependence of social forces in his community, of government and of his own business. As many have already done, the business man generally must assume some broad responsibility for his own 'little economy'."

For the American economy to prosper, he said, there must be a closer balance between quantity and quality, "because we have passed the point at which 'more' of the same will do the trick." The improvement of quality in business practices, products, community and social life, he said, is imperative to create a better way of life for everybody in America. #

INCIDENTAL MUSIC—*These two ads for Smirnoff vodka (Heublein Inc.) and Look tied for top honors in the ninth annual competition sponsored by the American Music Conference for advertising using a musical theme to promote a non-musical product or service. Honored with Heublein were Lawrence C. Gumbinner Advertising Agency, New York, and two of its staff members, Milton Goodman and Herschel Bramson. Honored with Look were its agency, McCann-Erickson, and three staff members, W. Kendall Brown, Bert Marcus and Gemma Just. The 1958 competition drew 451 entries.*

Waterman Pen Co. Returns to Howard After 30 Years

(*Continued from Page* 1)
count, has been associated with the pen company since January, 1957, when he set up his own marketing consultant company. Waterman was his first client.

■ Last December the pen company moved its advertising account from Fletcher D. Richards Inc. to Bruce Enderwood Co. (AA, Dec. 8). Mr. Enderwood, who had little more than a one-man operation, has now joined forces with E. T. Howard Co.

Waterman has gone through many changes since it left the Howard agency in 1930. Once a dominant factor in the American pen market, it was blitzed by the ballpoints and disappeared as a major seller and advertiser.

Marcel L. Bic, the French business man who has become king of the European ballpoint market with his heavily-advertised Bic pens, bought the controlling interest in Waterman last year and plans to use the company to market his Bic pens here.

■ Waterman and the Howard agency have a client-agency history going back to the end of the last century and the beginning of the fountain pen business.

Legend has it that Edward T. Howard, a New York adman, passed a window on Nassau St. one day and saw a man making fountain pens. This was L. E. Waterman, the inventor of the fountain pen. Mr. Howard offered to underwrite Waterman's advertising on condition that the profits be reinvested in advertising.

The advertising helped Waterman attain national prominence. The company held brand leadership in this field for nearly 50 years.

Mr. Waterman gave orders that the account was to remain with the Howard agency as long as he lived. Mr. Waterman died in 1916 and the account continued with Howard until 1930. The company and its account have since changed hands several times. #

RCA Boosts Williams

Jack M. Williams has been named manager of advertising and sales promotion of RCA Sales Corp., New York. Mr. Williams previously served in a similar capacity for the former RCA Victor Television division. In his new job, he will direct advertising and sales promotion activities for RCA Victor radio and Victrola products as well as RCA Victor television products. R. E. Conley, formerly manager of advertising and sales promotion of the RCA Victor Radio & Victrola division, has been reassigned to the corporate advertising staff.

Griffin Executives Boosted

Griffin Broadcast Group has promoted three of its executives. Robert Doubleday, local-regional sales manager of KTUL-TV, Tulsa, has been named general manager of KATV, Little Rock. He succeeds John Fugate, who has resigned. Jim Black, who has headed national sales activities at KTUL-TV, has been named to the new post of national sales manager of all Griffin tv properties. Robert Gordon, operations manager, KTUL-TV, has been named local-regional sales manager.

Stephenson Names Two

Marjorie Conner has been appointed director of public relations of Clay Stephenson Associates, Houston. She formerly was sales director for Pauline Trigere, New York dress designer. The agency also appointed Malcom L. Mullen comptroller. He was assistant treasurer of Hicks & Greist, New York, before joining Stephenson.

Tax Crackdown Hits Slenderella

(*Continued from Page* 1)
until Jan. 1 was Slenderella's house agency, and another lien was placed against the company's "public relations facility."

At first, a number of the salons were closed by the government's action, but Slenderella maintains that most of them were quickly reopened and that all but about 10% will be back in business shortly. The salons that will remain closed represent only about 5% of total sales volume, it is reported. The company says it operates 150 salons in the U. S., Europe, Canada and Hawaii with an annual income of around $25,000,000.

■ Although a government spokesman said that the tax dispute extends from 1953 into 1958 and that the company "had had ample opportunity to pay," the company issued a statement maintaining, "In our opinion there seems to be no reason for this arbitrary tax collection move, which comes as a complete surprise."

Advertising, which had been cut off in some markets during the week, is being resumed, according to Slenderella's agency, Product Services, and future advertising is "apparently going ahead as planned."

Only last week the company had announced a new expanded spot tv campaign boosted to $120,000 per month, beginning May 1. At that time the company had planned to extend its list of markets from 12 to 28. At Slenderella's request, it is being billed on a week-to-week basis.

■ Although the government would not comment on the nature of the tax dispute, it was learned that the company acknowledges that it owes over $400,000 in back taxes, but is disputing the remaining $700,000 which the government is trying to collect.

Slenderella's president, Mr. Mack, was not available for comment.

This is not the first time that Slenderella has had liens slapped on its property. From late summer of 1950 to 1952 the account was handled by Doyle Dane Bernbach Inc., which has unpleasant memories of that association since, it says, the account left the shop owing the agency about $70,000. DDB and other creditors thereupon banded together and Slenderella went through a reorganization under the bankruptcy law. The DDB account was finally settled for around $45,000. #

Seaman Joins SSC&B

Alfred J. Seaman, who resigned last week as exec vp and creative director of Compton Advertising, has joined Sullivan, Stauffer, Colwell & Bayles, New York, as vice-chairman of the board and chairman of the executive committee. Sullivan, Stauffer also has elected James D. Thompson, an account executive, a vp.

Williams Joins United Artists

Phil Williams has resigned as vp in charge of syndicated sales at ABC Films to become eastern division manager for United Artists Television, New York, which finances and distributes tv films. Mr. Williams will assume his new job May 1.

Walnut Grove Names Malone

Walnut Grove Dairy, Clarksville, Tenn., jug milk and dairy products producer, has appointed Norman Malone Associates, Akron, O., as its advertising and pr counsel, effective May 1.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1958 **44,313**

HELP WANTED

MAGAZINE SPACE SALES

If you've an interest in your own business and personal growth; if you've had a year or two of business experience and a desire to sell, we'd like to talk to you about the challenge of advertising space sales for one of the top six consumer magazine publishers in the country.

Because of continued growth we are expanding our national advertising sales staff. If you can supply desire and ability, we will provide a thorough training.

Our 10 sales branch offices are located in major metropolitan centers. Jobs are salaried. Established territories require serving current clients as well as acquiring new ones.

Marketing your own talents offers one of the stiffest selling challenges you will face. If you're interested, please present your product advantages completely in a letter.

Personal interviews will be arranged for selected applicants.

Box 2405, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S
Nation-wide Placements
In Advertising and Related Fields
Exec. Copy, Art, Production, Editorial, PR, TV-Radio, Sales, Secretarial, Etc.
Call Miss Barnard
WA 2-2306, 220 S. State St., Chicago 4

EXPERIENCED FEATURE WRITER
sought by aggressive publishing house with exacting editorial standards. "Must" qualifications include good writing style, accuracy with facts, proven presentation ability, willingness to travel. Camera skill and knowledge of plumbing, heating, cooling industry highly desirable. Located Metropolitan New York area. Wonderful opportunity for man who wants to connect with fastest growing house in its field. Resume, references, samples of work to **Scott Publishing Co., 92 Martling Ave., Tarrytown, N.Y.**

ACCOUNT EXECUTIVE
Fed up with the Madison Avenue type merry-go-round, big-shop politics, skimpy income? Young, growing Milwaukee agency has ground floor berth for experienced A. E. who knows how to land and develop accounts. Will not necessarily be confined to the home-base area. Relocation of residence may prove unnecessary. Above average income. Please give complete details to be held in confidence. Our people know of this ad.

Box 2460, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BIRCH *Personnel Service, Inc.*
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

UNUSUAL OPPORTUNITY FOR A GOOD SPACE SALESMAN
One of America's fastest-growing business paper publishers has a key spot open now. We need a Chicago-based space salesman who can sell effectively and creatively. The job calls for a hard-driver who is not afraid to work. The right man will have a "ground floor" opportunity with a publisher of three solidly-established trade publications, each the leader in its field, with more to come. Starting salary is higher than average, and the increases will come fast for the right man. Give full details in first reply. Box 505, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

HELP WANTED

MOLENE
Editors ..... **Public Relations**
Copywriters ..... **Advg. Managers**
Artists ..... **Media** ..... **Production** ..... **Service**
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

COPYWRITER
Opportunity for versatile young copywriter with busy agency in Missouri Valley. Must be fast, facile thinker; able to handle wide variety of accounts in every medium, with emphasis on radio and TV. Good starting salary, opportunity for growth. Write

Box 2461, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANT TO CONTACT good free-lance caricature artists. Write Harlan Wilson, P. O. Box 237, Portland, Texas.

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

COMPTROLLER—for a A.A.A.A. advertising agency. Requires experienced man who has been comptroller or assistant treasurer in equivalent agency. $12,000-$15,000. **GUILFORD PERSONNEL SERVICE, 7 St. Paul St., Baltimore 2, Md. MUlberry 5-4340.**

ASS'T. SALES MGR (Nat'l) live Florida, travel; yng specialty experience CITRUS flavors, essential oils, bottled beverages, ice cream, bakery products. Detailed resume to Box 411, White Plains, N. Y.

COPYWRITER-AD MANAGER
Challanging position, to handle ad department of mail order book publisher-primarily Catholic publications. Capable of rough layouts and type specification. Salary open.

Box 2462, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

ADVERTISING

Art Director	**$12,000**
Media	**$10,000**
Account Executive	**$13,000**
Market Research Mgr	**$12,000**
Editor	**$ 8,000**

B. L. Clem
IMPERIAL PERSONNEL
37 S. Wabash Chicago 3, Ill. FR 2-4233

SALESMEN
ADVERTISING Space Salesman—for national consumer magazines. Prefer Automotive experience, Pacific Coast accounts. Replies in confidence. Please send resume including salary desired, accounts sold, references. Interview in Los Angeles. Write

Box 2463, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

WANTED: FEMME WITH A FLAIR
Medium-sized, 4-A, Michigan Ave. agency is looking for a sharp gal radio/TV writer who can produce quality and quantity . . . FAST! If you have a flair for fresh, interesting approaches and smooth, compelling copy, send a brief résumé and salary requirements to—Box 509, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

RADIO
Presentation Writer
Excellent opportunity, in New York, with major radio network. Experience required . . . well oriented in research & promotion. Publication background will be considered. Submit resume & salary requirements in confidence, to: Box A 614, 125 W. 41 St., N.Y. 36, N.Y.

POSITIONS WANTED

SALES PROMOTION MANAGER
Solid background all phases adv., sales prom., market dev. with leading mfg. of earthmoving & farm equipment. Young (31), ambitious, flexible, with sales personality. Used to responsibility. Presently managing dealer organization promotion with sales exceeding $200 million yearly. Seek position adv.-prom. mgr. medium sized company or agency account exec. Complete resume upon request. Write to

Box 2464, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HAVE TALENT, WILL TRAVEL, Detroit to L.A. area on short notice. All-media creative writer (cars, foods, gasoline, others), strong art background, fast, 29, degree, family. 5-figures.

Box 2465, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AD PROMOTION-CONSUMER MAGAZINE
Proven merchandising and promotion abilities. Currently and successfully employed. NYC area. Family man, college graduate, early thirties.

Box 2466, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

ADV asst. 5 yrs. natl co, 2 yrs ad agcy admin traffic prod, run cambit graphic arts from L O to finished unit; estimate purchase art, engraving, offset; LP knidg mkt; merchd college looking for challenging position, NY area

Box 2467, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

ART DIRECTOR-PIGEON-HOLED in limited position, desires to relocate as assistant AD with top agcy and/or where creative duties, layouts, comps, etc. are required. 10 yrs. Exp. agcy AD, studio, etc. Send for resume.

Box 2468, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

EDITOR-P.R.-TRADE RELATIONS man. Solid super mkt. editorial background. Strong E. chain-ind. HQ contacts. Age 37. Prefer NYC, but will relocate.

Box 2469, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

SPACE SALESMAN AVAILABLE
To cover N.E. out of Boston. Trade or consumer. Have worked both side of fence-as seller and buyer of space. In latter job now. Can tell you in one paragraph why most salesmen fail. Age 44.

Box 2470, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

AD-SALES PROM.-MDSG. MAN
Proven record of successful advertising, sales prom., mdsg., programs with AAA mfr. of soft goods, electronics, heavy equip.-consumer and industrial. Excellent writer and creative man. Capable of developing dramatic programs that move salesmen, distributors, dealers and consumers to action. Seeks Ad Mgr. slot. Age 36, stable. College grad. Salary open.

Box 2471, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

GRAPHIC ARTS MECH. PRODUCTION
Know art, type, plates, schedules, costs in litho, letterpress, publ. and package. Worked in agcy. engrav. print and publ.

Box 2472, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ATTENTION: TRADE MAG. PUBLISHERS
If you need top representation in East, send sample copies of magazine, rate card, etc. I call on large and small accounts, direct and through agency. Ten years successful experience includes knowledge of copy, layout, production, etc.

Box 2473, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

NEED A RADIO-TV SPECIALIST FOR ACCOUNT EXEC. & PRODUCTION?
7 years broadcast media experience. Production, client contact, creative copy. Solid contributor seeks challenging opportunity to advance. Married. Will relocate. **Write: 1128 Pennfield Road, Cleveland 21, Ohio**

YOUNG AD EXEC. WITH EXCELLENT BACKGROUND IN SALES MANAGEMENT
Bldg. materials, appliances, trade assoc. Admin., planning, contact. Good writer & speaker. Creative. Early thirties. Will relocate. Low five figures.

Box 2474, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

-LAYOUT ARTIST-
CAREER minded, alert, creative man, 29, BFA, experienced designer of sales brochures & business lit. for large mid-west corp. Can organize, do final art; knows type, production. Desires layout &/or AD position west or S.W. Will relocate. $7200.

Box 2475, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKETING RESEARCH DIRECTOR Available
All-inclusive marketing success background made to order for reversing a declining profit situation. "Shirt-sleeve" know-how range: Fact-finding through point-of-purchase. M.B.A. Prefer salary-bonus arrangement. Comprehensive résumé. **Box 504, ADVERTISING AGE, 4041 Marlton Ave., Los Angeles 8, California.**

ACCOUNT EXECUTIVE! COSMETICS—TOILETRIES—PACKAGE GOODS
5 years on leading women's cosmetic. Complete planning and administration of multi-million dollar budgets. TV production. Thorough business man's approach. Sober, energetic family man. Early 30's.

Box 502, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1082
127 NORTH LASALLE STREET CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

REPRESENTATIVES WANTED

Petrochemical publication desires to contact publisher's reps—Chicago, Ohio region, New York, Object—space. **PETROCHEMICAL INDUSTRY,** P. O. Box 977, **Conroe, Texas**

REPRESENTATIVES AVAILABLE

West Coast Representative available for publication. 7 years successful West Coast space selling experience. If you are looking for rep to expand your space sales write:

Box 2456, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

MISCELLANEOUS

FREE WRITERS CATALOGUE giving manuscript markets. Write Literary Agent Mead, 915 Broadway, New York 10

FOR ANY TYPE ADVERTISEMENT IN BOLIVIE PUBLICIDAD "MARCO"

SALE . . . Filmotype, 24 fonts, Quick sale, first $300. cash. Lenhart, Box 461, Princeton, N. J.

CIRCULARS DELIVERED
South Arkansas towns. Door delivery guaranteed. Free information folder.
GENERAL ADVERTISING DISTRIBUTORS
P O Box 104, Pine Bluff, Ark.

PROTYPE with 20 fonts type. Used 2 months. Good buy. **Fred Zusi Agency, 1051 Bloomfield Ave. Clifton, N. J.**

$10 MILLION AGENCY HAS OPENING FOR
FINANCIAL EXECUTIVE
Man we seek is filling #1 financial spot in $8 to $12 million agency—or #2 spot in bigger agency—or he's on the loose due to merger . . . We're well known and growing 4AAAA eastern agency, not N.Y.C. . . . Good salary, year end bonus plan, fixed retirement plan, life insurance. Also executive profit sharing and stock purchase plans. Send complete résumé. Include present base salary. Please do not apply unless you meet requirements in first sentence. Box 507, Advertising Age, 630 Third Ave., New York 17, N. Y.

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!
Melba Oliver
Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

INDUSTRIAL P.R.
Automation-applications feature writer with wide trade-consumer contacts offers new depth and coverage for your P.R. program. Solid creative background as electronics-engineering editor. Capable administrator. Personable. Age 30. Available: $9,500.

Box 502, Advertising Age
630 Third Avenue, New York 17, N.Y.

MEDIA MANAGER
4A Agency seeks Media Manager. Minimum 3 years experience; must know consumer and industrial magazines equally well; newspaper and broadcast experience helpful, but not essential. Please send complete résumé and salary requirements to Box 498, ADVERTISING AGE, 630 Third Ave., New York 17, N.Y.

ADVERTISING & SALES PROMOTION SUPERVISOR
Top electronics firm in New York City seeks experienced copywriter with a knowledge of production and with experience in the electronics industry. Will supervise media advertising, internal sales promotion and be responsible for copy for national shows. Excellent opportunity for college graduate with 3-4 years experience in advertising, solid copywriting and technical background.

Box 462, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING AND MARKETING OPENINGS
Our clients realize that the real competitive difference between companies is men power.

ASSIST. CREATIVE DIR. . . **$10,000-$12,000**
Work with Account Executives and Account Teams—idea man—experience on variety accounts.

COPY-CONTACT **$10,000**
Versatile, creative writer—solid advertising background.

MARKET RESEARCH . . . . . **$9,000-$10,000**
Technical and/or industrial marketing experience for Pacific Coast agency. Sales and Trends.

EDITORS . . . . . **Salary open**
(3) trade publication background—familiar with home building—mechanical systems.

Write or See I. M. DAIKER

MARKET ANALYSTS . . . . . **$7,000-$9,000**
Young men required, limited experience, industrial and/or agency fields.

ASSISTANT AD MANAGER **$8,000**
Industrial.

COPY MAN . . . . . **$8,000-$10,000**
Industrial (3).

Write or See CLIFF KNOBLE
DRAKE PERSONNEL, INC.
29 E. Madison Bldg., Chicago 2, Ill., FI-6-8700

NOW AVAILABLE!
In quantities—one to a thousand. Genuine JEWELTONE, fully COLOR balanced dye transfer prints from your COLOR transparency or artwork. Perfect for every sales, advertising or display need. Sizes 4x5 to 16x20. LOW COST! Example: 100-8x10 prints, $135.00, plus postage. Also, Carbo quality reproduction prints. Price lists and quotations on request.
COLORAGE, Inc.
116A S. Hollywood Way, Burbank, Calif.

EXPERIENCED AD MAN
to sell space in Chicago-based Association trade magazine. Other diversified activities in Association's management. Interesting growth industry. College, 26-35, $7-$10,000 according to experience; excellent opportunity for advancement. Write, sending complete résumé, Box 496, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Wanted—Layout Artist for Ad Agency Staff
Must be experienced in both ad and collateral material layout. Send 2 or 3 representative samples of your work along with outline of experience, age, education, salary expected and photo. Your confidence will be respected. Box 499, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

DIRECT-MAIL ACCT. EXEC., completely experienced this medium—every aspect, wide variety of products. Specific exper. developing new products for clients. In short, Mr. Direct Mail. **$30M up**
LAST CALL: Copy supervisor, major agency. Food, pkg. goods. Fresh, deft, foreceful. **$20-22M**
INDUST. SLS. PROM., self-starter, ambitious. **$8,500**
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

ADVERTISING ACCOUNT EXECUTIVE
(1) for St. Louis
(1) for Western New York
Are you a one man agency who finds the road a rough one to travel alone? Or a small agency owner wanting to merge or retire? This fully recognized, amply financed, creative national agency has a good workable arrangement for you. Let's talk it over. Box 500, Advertising Age, 200 E. Illinois Street, Chicago 11, Ill.

PUBLICATIONS OUT OF THE WEST COAST
Business, professional, hobby and special interest publications — both nationals and regionals—published in California, Washington and Oregon may join in this special display-classified section the last week of each month by writing AA's Western classified representatives

Classified Departments, Inc.
(Bill Bowen), 4041 Marlton Ave., Los Angeles 8, Calif., AXminster 2-0287

8,000 DOCTORS READ the BULLETIN of the LOS ANGELES COUNTY MEDICAL ASSOCIATION
twice each month
SERVING 6 MILLION PEOPLE IN GREATER L. A. Co. AREA
Agency Commission
1925 Wilshire Blvd., Los Angeles 57, Calif.
Frank M. Cohen, Adv. Mgr., HUbbard 3-1581

WESTERN MOTEL
And Apartment Management
is **MUST READING**
for motel & apt. owners
in the busy-booming
11 Western States.

To tap this lucrative market,
Write - Wire - Or Phone:
WESTERN MOTEL
& Apartment Management
616 S. Serrano Ave.
Los Angeles 5, California
DUnkirk 8-9551

MARKET RESEARCH DIRECTOR

$20,000

We have an excellent opportunity for an experienced Director of Market Research with industrial products experience. Our company, located in the Midwest, is a fast growing and leading producer of industrial metal products sold both direct and through distributors with sales in excess of $50,000,000.

Your reply will be treated in strict confidence and should include personal data, home telephone number and present business connection.

Box 493, Advertising Age
630 Third Ave., New York 17, N. Y.

Campbell-Ewald, McCann Win 26 Detroit Awards

(Continued from Page 2)
from this classification.

■ John Pinto, vp of Grant Advertising, spoke on the importance of creative effectiveness, saying it was often "swamped in a welter of side issues, such as research and merchandising."

"There are some successful new agencies," said Mr. Pinto, "that are proving they can profit by putting creative efforts first. There is also a revaluation of creative importance becoming apparent among a number of older, larger agencies."

Mr. Pinto spoke strongly for retention of objectivity on the part of advertising people, for fear of the loss of perspective. He said more creative salesmanship was needed, not only to sell the consumer, but to sell the client.

Jury members for the 41 medal awards were Lester Beall, free lance designer; Nelson Gruppo, art director of *This Week Magazine;* and Henry Wolff, art director for *Harper's Bazaar.* The umbrella jurors, all of New York, were Walter Weir, exec vp of Donahue & Coe; William Bernbach, president of Doyle Dane Bernbach Inc., and William Tyler, exec vp and creative director of Benton & Bowles.

■ Award winners follow:

Magazine, color photography—Silver medal: Russ Funkhouser, art director, Campbell-Ewald (Chevrolet); Todd Walker, photographer. Silver medal: Jeane Bice, art director, McCann-Erickson (GMC Truck & Coach); Warren Winstanley, photographer.

Magazine, design of complete unit—Gold medal: C. Roger Mader, art director, Young & Rubicam (Chrysler Corp.). John Rawlings Studio, photographer. Silver medal: Martin M. Krein, art director, Foote, Cone & Belding (Hiram Walker); Stephen Heiser, photographer. Silver award: Al Schroeder, art director, Campbell-Ewald (Delco Battery); William Steig, artist.

Trade magazine, color photography—Silver medal: T. H. Roberts, art director, MacManus, John & Adams (Dow Chemical); Bob Flemming, photographer.

Trade magazine, design of complete unit—Gold medal: Arthur Obrosey, art director, MacManus, John & Adams (Dow Chemical of Canada); Arthur Obrosey, artist.

Trade Magazine, small ads—Silver medal: Dick Clark, art director, LaDriere, Inc. (LaDriere, Inc.); Anita Rosenow, artist.

Newspaper, b&w drawing or painting—Gold medal: Jonis Gold, art director, McCann-Erickson (Detroit United Foundation); Jonis Gold, artist. Silver medal: George Guide, art director, Campbell-Ewald (Chevrolet); Dan Romano, artist.

Newspaper, design of complete unit—Gold medal: Jay Houtz, art director, Campbell-Ewald (National Bank of Detroit); Harry Litoff, photographer. Silver medal: Amil Gargano and Al Schroeder, art directors, Campbell-Ewald (United Motors Service); John Davenport, artist. Silver medal: Tom Heck, art director, McCann-Erickson (Buick); Mark Shaw, photographer. Silver medal: Robert Shepperly, art director, McCann-Erickson (Detroit United Foundation); Dennis Gripentrog, photographer.

SALUTE—*This National Bank of Detroit ad saluting General Motors won a gold medal for Jay Houtz, Campbell-Ewald art director, and Harry Litoff, photographer.*

Newspaper, small ads—Silver medal: George Guido, art director, Campbell-Ewald (Chevrolet); Dan Romano, artist. Silver medal: C. Roger Mader, art director, Young & Rubicam (Chrysler Corp.); Bud Simpson, artist.

Poster, drawing—Gold medal: Robert Shepperly, art director, McCann-Erickson (Detroit Horse Show); Carlos Lopez, artist.

Poster, design of complete unit—Silver medal: Robert Shepperly, art director, McCann-Erickson (Detroit Horse Show); Carlos Lopez, artist. Silver medal: Ted Gyn, art director, Richard N. Meltzer Advertising, (Simca, Chrysler Corp.); Nicolas Sidjakov, artist.

Point of sale, design of complete unit—Silver medal: George Lenox, art director, University of Michigan Press (University of Michigan Press); Ellen Raskin, artist.

Direct mail, b&w photography—Gold medal: Fella-LeBeau, art director, LeBeau Studios (LeBeau Studios); Frank Werle, photographer.

Direct mail, design of complete unit—Gold medal: Dick Clark, art director, LaDriere Inc. (Michigan Typesetting Co.); Anita Rosenow, artist. Silver medal: Robert G. Andrus, art director, Allied Artists (American Women in Radio & Television). Silver medal: Dick Hess, art director, Grant Advertising (Dodge); Dick Hess and Art Morat, artists.

Catalogs, color photography—Gold medal: Charles Maricak, art director, Kenyon & Eckhardt (Mercury); L. Willenger, photographer. Silver medal: Charles Maricak, art director, Kenyon & Eckhardt (Mercury); E. E. McGuire, Boulevard Photographic, photographer. Silver medal: Robert Shepperly, art director, McCann-Erickson (Buick); E. E. McGuire, photographer.

Catalog, design of complete unit—Silver medal, Dick Yocum, art director, Kenyon & Eckhardt (M. E. L. division, Ford Motor Co.).

Institutional, design of complete unit—Silver medal, Johnson & Shirk Inc. (Johnson & Shirk Inc.); Bill Johnson, designer. Silver medal: George Lenox, art director and artist, Educational Television & Radio Center.

Product illustration, color drawing—Silver medal: Jonis Gold, art director, McCann-Erickson (Buick); Jose Cavillo, artist.

Product illustration, color photography—Gold medal: Dick Yocum, art director, Kenyon & Eckhardt (M. E. L. division); Phil Davis, photographer.

Editorial, color photography—Silver medal: Don Weeks, art director, Ceco Publishing Co. (Chevrolet); Bob Smallman, photographer.

Editorial, design of complete unit—Silver medal: James I. Bernardin, art director, Campbell-Ewald (Chevrolet); Allied Artists, artist. Silver medal: Don Weeks, art director, Ceco Publishing Co. (Chevrolet); Bob Smallman, photographer.

Television, live action—Silver medal: Edmund Birnbryer, Henry Caroselli, art directors; E. Birnbryer, Philip A. Young, writers, Campbell-Ewald (Delco, United Motors Service); Van-Praag Productions, producer.

Television, live action puppets—Silver medal: James Henson, artist, W. B. Doner & Co. (Faygo Beverage Co.); M. Belmont Ver Standig, Inc., producer.

Television, live stop motion—Gold medal: Harry Treleaven, tv creative director, J. Walter Thompson Co. (Ford); Transfilm, producer.

Television, animated—Gold medal: John Hubley, artist, W. B. Doner & Co., (Faygo Beverage); Storyboard Inc., producer. Gold medal: Harry Treleaven, tv creative director, J. Walter Thompson Co. (Ford); Playhouse Productions, producer. Silver medal: art directors Garth Hintz and William Boggess, Campbell-Ewald (Delco); Kenneth Raught, writer, and Warner Brothers, producer.

Umbrella Awards

Print—four-color ad: Ford (J. Walter Thompson), Art Richmond, John Cook, Art Blom Bloomquist. Chevrolet (Campbell-Ewald), W. B. Booth, William Tara. Minnesota Mining & Mfg. Co. (MacManus, John & Adams) Mary Spaulding, Elizabeth Maertens, Flo Johnson, Charles Dickinson.

Print—b&w: Campbell-Ewald Co. (Campbell-Ewald), Richard Candor, Robert Freeman, Amil Gargano, Buick (McCann-Erickson), Tom Thompson, Tom Heck. Pfizer Chemical Co. (MacManus, John & Adams), Charles Adams, Fred Simper. Champion Spark Plug Co. (J. Walter Thompson Co.), Dean Pritchard, Irving Seiden. Argus Cameras (Young & Rubicam), J. G. Darrow, C. R. Streb. Pontiac (MacManus, John & Adams), Robert Marker, James McGuire. Ford Motor Co. (Kenyon & Eckhardt), Bob Bayer, Leroy Hadley.

Print—news ad: Englander Furniture Stores (Kesh-Hirn-Kludt), Dave Kludt, Dick Hirn, Seroun Kesh. Chevrolet (Campbell-Ewald), A. B. Clark, G. M. Guido. Michigan Blue Cross-Blue Shield (Ross Roy Inc.), Richard L. Simmons, William E. Dye.

Print—brochures, booklets: Argus Cameras (Young & Rubicam), J. G. Darrow, C. R. Streb. Ford Motor Co. (Kenyon & Eckhardt), Burt Oelker, Dick Yocum. Chevrolet (Campbell-Ewald), Sam Gaylord, James Bernardin. Ford (Ford Publications Office), Arthur T. Lougee. Ford Motor Co. (Kenyon & Eckhardt), Carl Yager, George May, Norman Pletz. American Seating Co. (Brooke, Smith, French & Dorrance), Jim Killins, Dick Reins.

Television: Faygo Beverage Co. (W. B. Doner & Co. and M. Belmont Ver Standig), James Young, James Henson. The same team also won two other tv awards for the same client. Chevrolet (Campbell-Ewald), John Coleman, Willard Hanes.

Radio: Chevrolet (Campbell-Ewald Co.), Frederick Lounsberry, Andrew Doyle. #

Conde Nast Reports Loss for 1958, Consolidated Income Up

In its annual report to stockholders, Conde Nast reported a net loss of $534,528 for 1958, as compared with a $131,239 loss the previous year. Consolidated income from the company's operations, which include subscriptions, newsstand sales, advertising, patterns and the company printing plant, was placed at $31,724,140, up from 1957 income of $31,361,778.

In his statement to stockholders, I. S. V. Patcevitch, recently reelected president and board chairman (*see story on Page* 28), said that while company publications carried "approximately 14%" fewer ad pages in 1957, a boost in ad rates early in the year "mitigated somewhat" the lower volume. Increased sales in Conde Nast's pattern and foreign subsidiaries, he said, plus generally satisfactory results on the circulation front, make for better prospects in 1959.

Wilding Changes Name

Wilding Picture Productions, Chicago, industrial motion picture producing company, has changed its name to Wilding Inc.

Sign Industry Is Trying New Ways to Gain Visibility: 'AR'

(Continued from Page 2)
a wide range of sign types and facility of cleaning—the report says. Plastics' ability to be formed or fabricated for embossed and three-dimensional effects also gives it a high daylight visibility factor, the report notes.

Three-dimensional and novel designs and shapes are replacing the old standby rectangular shapes, the report continues, and lighting from inside the signs now commonly accentuates these unusual shapes.

■ The color trend, the report says, is to greater brilliance—often with fluorescent paints—and increased shade variations. Gold, silver, aluminum and composition leafs—for their reflective qualities—are also winning new favor with sign designers.

Fluorescent lighting is apparently making big inroads on the lighted sign field, the report goes on, but neon continues to be popular with advertisers preferring "motion messages" and signs reflecting special textures and sheens. #

Ritter, Sanford Adds Two

Ritter, Sanford, Price & Chalek, New York, has been appointed to handle advertising for Moonglow Plastic Jewel Corp., New York, manufacturer of plastic novelties and accessories, and Jack Spiro & Co., maker of Lily Bee children's dresses. Harriet Romain Advertising is the previous agency of record for Jack Spiro.

Lyon Joins Colburn

Sumner J. Lyon has resigned as director of radio and tv of Morse International, New York, to become vp and creative director of John Colburn Associates, Wilmette, Ill., industrial film producer.

He WANTED a TOP NOTCH AD MAN

. . . and got replies from 43 applicants!

Total cost? Only $13.75 for the single classified ad in Ad Age.

It's almost too good to be true — the ease with which you can hire good men through the Advertising Market Place in Ad Age.

And, of course, it works both ways. No matter which side of the fence you're on—buying or selling—use the Advertising Market Place for quick, low cost results!

For each week's issue of Ad Age is read by over 158,000 key advertising, selling and marketing executives. And The Advertising Market Place is one of the best-read pages in best-read Advertising Age!

Use this handy coupon to mail your classified ad today.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED 1.65 Overnight by Airmail. Larger sizes proportionately priced.
Ward Kalb Box 87-A Glendale 6, Calif.

4-COLOR COMMERCIAL PRINTING—COMIC BOOK TECHNIQUE—From idea to finished booklet. Geared to save you 20% over-all. Contact PUBLISHERS REPRESENTATIVES, Dept. AA1, 1472 Broadway, New York 36, N. Y. BR 9-0382.

EXPANDED PUBLICITY ACCOUNT

A trade association is considering expanding its product publicity and would be glad to receive solicitations from interested drum beaters.

The product is a New England canned seafood with broad national distribution. The present budget is in excess of $50,000 annually.

We are interested in talking to top grade operators who have the experience and organization to do a thorough publicity job in every medium of communication.

Consideration will be conducted through a screening process. If you are interested, send us a brief summary of your operation, a list of your present accounts, type of personnel, method of operation and billing and any other pertinent information that you think would help us.

Applicants will be selected from these summaries for personal interviews with our top executives.

This is a very interesting and challenging situation which has enjoyed considerable publicity success over the past few years. Key people of the account are publicity minded and know what it is all about.

No interviews will be granted under any circumstances, pending screening of the written summaries.

Address communications to:

BOX 501, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Brighter Linage Picture Cheers ANPA Sessions

(Continued from Page 1)
will top them all, they think.

The rosy outlook for ad volume tended to overshadow discussions of rising costs—a hot topic with the publishers during conventions in recent years. This week the convention was leveling its guns at "the character assassination efforts now applied to advertising"—mostly by arms of federal and state governments.

■ Robert M. White II, of the *Ledger*, Mexico, Mo., told the convention that the attack on advertising is coming from two directions—taxation and regulation.

"The attack is not new," he said. "The growing extent of it is new. And it is one that must be met by us." He said the truth about advertising is that it is "a primary factor in mass production and mass distribution—which have made this country what it is today.

"Advertising is not a commodity; it is a unique form of service," he said. "It is not the advertiser, nor is it the advertising medium, which benefits the most from advertising. It is the people—the readers of advertising, and thus the country as a whole—which reap the greatest benefits from advertising."

Mr. White urged newspaper executives to "take this truth to the people."

He said advertising is being attacked (1) "because $10 billion will be spent on it in 1960" and (2) "because elected officials in just about every town, city, state and in the federal government itself are looking for new sources of money for funding government costs."

■ Mr. White called advertising "a tempting plum to be picked by politicians." He added that some people in the U. S. do not believe in competition and do believe in a state-dominated economy. "So they seek to control advertising. To cut it back. To shut it up with what we've already called back-alley, mugging regulations," he said.

According to Mr. White, "Some of these people are in government; not many, but some."

He listed a dozen legislative attempts at "whittling away" advertising. These included a New Mexico law taxing gross advertising receipts of newspapers, magazines and radio; inclusion of advertising for the imposition of a higher retail sales tax in Hawaii; and the action of the Internal Revenue Service "in setting itself up as a censor to determine what advertising is for lobbying purposes and what isn't."

■ Mr. White was not alone among ANPA speakers in assailing the Internal Revenue Service and "censorship by taxation" in general. Earlier this week William F. Schmick, of the *Baltimore Sun*, attacked the service for "a bureaucratic ruling" which would "censor the expense" of doing business (*see story on Page* 3).

■ Yesterday afternoon the newspaper men were shown an updated and somewhat condensed version of the musically-scored "Total Selling" show first put on by the Bureau of Advertising in January at the annual meeting in Chicago of the Newspaper Advertising Executives Assn. (AA, Jan. 26).

Major theme of the showing was newspaper "unity," which Charles T. Lipscomb Jr., BofA president, termed "the one undisputed immediate achievement of Total Selling." The performance underscored the five major elements of Total Selling: New, expanded bureau research; heavier BofA coverage of major business conventions; depth selling—in individual companies and industries by newspapers' field forces; new sales tools for the use of BofA member papers; and promotions—three industry promotions in the automotive, food and appliance fields, and four seasonal jobs for home improvement, summer sales, back-to-school and Christmas.

Mr. Lipscomb reported that 1,000 newspapers will participate in the food promotion—"Better meals build better families"—set for Sept. 14-28.

■ Louis A. Weil Jr., publisher of the *Journal & Courier*, Lafayette, Ind., was reelected board chairman of the Bureau of Advertising. Russ Stewart, vp and general manager of the *Chicago Sun-Times*, was reelected vice-chairman. Four new directors, named to succeed retiring members, were George Carter, *Cleveland Press*; James H. Righter, *Buffalo News*; David R. Bradley, *Gazette & News-Press*, St. Joseph, Mo., and former Sen. William F. Knowland, of the *Oakland Tribune*.

P. B. Stevens, general manager of the *New York News*, who was reelected treasurer of the Bureau of Advertising, reported the bureau budget for the year ending next May 31 would have "a small carryover." He said estimated revenue was $2,180,000, while estimated expenditures would total $2,123,900. Of this total, $749,900 went to national and retail sales, $826,800 to research and promotion, $102,400 to office expenses and $444,800 to fixed outlays.

Board Chairman Weil noted that BofA income was reduced in 1958 and 1959 because it comes from newspapers' dues, which are based on national advertising volume, which has been down.

He suggested the adoption of a different dues yardstick and said a committee headed by Jack Tarver, of the Atlanta Newspapers, was studying the situation.

■ On the advertising and circulation front, publishers attending a closed session were unanimous in their concern for readers' and department store advertisers' departures from downtown locations and into the suburbs.

Most publishers, it was reported, felt the best way to retain the suburban reader was through heavy emphasis by the circulation department on home delivery service.

Holding the advertiser, however, presented a more difficult problem, and none of the publishers managed to come up with a surefire method of keeping the big department store once it has moved away from the central area.

A method of retaining the smaller advertiser was offered by the publishers of the *Houston Chronicle* and the *Los Angeles Times*. The *Chronicle* told the publishers that his newspaper had licked the cost problem for the smaller advertiser by selling ads in special weekly supplements tailored to individual communities within the city zone. The *Times* does virtually the same thing, distributing small, weekly editions carrying local neighborhood news and ads of small advertisers. Both newspapers reported the method has been successful.

■ At the Bureau of Advertising session Wednesday, an advertising achievement award was presented to F. W. Woolworth Co. for "consistent and successful use of daily newspapers as an advertising medium." The presentation was made by Russ Stewart, vice-chairman of the BofA and general manager of the *Chicago Sun-Times*.

Until two years ago, Woolworth "had only experimented" with newspaper advertising, but in 1958 the retailer used nearly 10,000,000 lines in 156 newspapers on a regular basis. Robert C. Kirkwood, president, who accepted the plaque, said its newspaper program "adequately covers the areas which produce approximately 90% of Woolworth's total volume." He added, "Our newspaper advertising budget will undoubtedly keep pace with our expanding volume."

■ At its closing session, ANPA adopted a technical resolution changing its dues structure from gross minimum advertising rate and circulation to open general advertising rate and circulation. It was estimated that this would not increase the dues of highest paying members more than 5%.

D. Tennant Bryan, *Richmond Times-Dispatch* and *News Leader*, was reelected ANPA president; Mark Ferree, Scripps-Howard Newspapers, was reelected vp, and J. Hale Steinman, *Intelligencer Journal* and *New Era*, Lancaster, Pa., was reelected treasurer. H. H. Cahill of the *Seattle Times* was elected secretary to succeed Walter J. Blackburn of the *Free Press*, London, Ont.

All directors whose terms expired were reelected so the ANPA board remains unchanged except for the election of St. Clair Balfour, Southam Newspapers, Toronto, to fill the unexpired term of H. H. Cahill, newly elected secretary. #

welcome this Brownberry Caller to your house...
she has a
Free Gift for you
from Catherine Clark's
Brownberry Ovens
The Brownberry Caller may be ringing your doorbell any day from tomorrow on ...be sure you have a loaf of Brownberry Bread or any other Brownberry bakery item and you'll get a fabulous Hamilton Beach Appliance FREE!
Listen to frequent announcements on Stations WEMP and WISN to hear what neighborhood she's in.
Try her at
HAMILTON BEACH APPLIANCES FREE!
BROWNBERRY PRODUCT FREE!
BROWNBERRY OVENS

INCOGNITO — *The gentleman in the duster seated in the Olds Surrey behind Model Diane O'Neill is Hill Blackett Jr., vp of Clinton E. Frank Co., Chicago agency, which created this ad for Brownberry baked goods, due to break in Milwaukee the week of April 27 and other cities later.*

JWT Drops Seven-Up Radio Spot as FBI Calls It 'Disparaging'

(Continued from Page 1)
out the bureau's permission. The name or initials also were not to be used in advertising and other commercial endeavors, he said.

After a hasty meeting was called between representatives of JWT and Seven-Up Co., it was decided to cancel the "controversial" spot. JWT said the spot was running in about 26 markets and was due to expire anyway by April 24.

■ Ben Wells, director of sales and advertising for Seven-Up, told Advertising Age that he felt the FBI was justified in its action. "It was an oversight on our part," Mr. Wells said. "We had no idea that there was such a law. This was one of those taboos that you run across every now and then."

Mr. Wells added that the reference to the FBI in the commercial was "light and whimsical" and added that there never was any intention "to disparage the FBI."

Theodore P. Jardine, Seven-Up account supervisor at JWT, told AA that he didn't feel the commercial was important enough to argue about. "It was not a major campaign and it wasn't worth a battle with the FBI," he said.

■ In Washington, an FBI spokesman conceded that nothing in the Seven-Up commercials was regarded as disparaging the department.

He said the U.S. attorneys take the position, however, that any mention of FBI in advertising comes under the language of the statute concerning approval, endorsement or authorization.

"Once the FBI name is used, there always is a possibility that people will associate the product and the FBI and imply endorsement," he said.

■ Over the years the FBI has experienced scores of instances where promoters tried to exploit the agency's initials. Offenders range from private detective agencies to real estate promoters, and even beauty salons.

"In enforcing this law, the U.S. attorneys have the problem: Where do you draw the line? In one instance, the offense may be quite evident. In others like the Seven-Up case, there may be a real borderline case in which the offense is less clear.

"The only practical way to deal with the problem," the FBI spokesman said, "is to try to prevent any use of FBI at all in advertising, unless it is with the written permission of the director.

"Otherwise, if we let the Seven-Up commercial go by, someone with another borderline case—but not so innocent a case—will be along and say, 'You let them do it. Why not us?' "

The FBI does not prosecute the offenders, he pointed out. It merely turns the cases over to the U.S. attorney. So far it has not been necessary to go to trial in any case. The offense is punishable by a $1,000 fine against the company or organization plus an additional $1,000 fine and/or one year in jail to be levied against the offending company's chief officer.

■ The law itself reads:

"Whoever, except with the written permission of the director of the Federal Bureau of Investigation, knowingly uses the words Federal Bureau of Investigation or the initials FBI or any colorable imitation of such words or initials in connection with any advertisement, circular, book, pamphlet or other publication, play, motion picture, broadcast, telecast or other production in a manner reasonably calculated to convey the impression that such advertisement, circular, book, pamphlet or other publication, play, motion picture, broadcast, telecast or other production is approved, endorsed or authorized by the Federal Bureau of Investigation . . ."

Observers felt this wording could scarcely be interpreted as applying to the use made of the initials in the Seven-Up ad.

■ Section 709 of Title 18 of the U.S. code was enacted in the final days of the 83rd Congress, and signed on Aug. 27, 1954, by President Eisenhower as Public Law 670 of the 83rd Congress.

Unanimously reported by the Senate judiciary committee without hearings, it reached the Senate floor Aug. 2, 1954. At the urging of Sen. William Knowland (R., Cal.), then majority leader of the Senate, it was given priority over other calendar bills, and was brought before the Senate on Aug. 3.

In presenting the bill, Sen. Pat McCarron (D., Nev.), then chairman of the Senate judiciary committee, explained that "this is certainly a non-controversial matter if there ever was one.

"Congress has passed similar legislation to protect the name and insignia of various veterans organizations. We have done it for the Red Cross. We have even done it for Smokey the Bear. I am confident my colleagues will be willing to grant this protection to the Federal Bureau of Investigation."

He said, "The bill merely provides that no one may use the name Federal Bureau of Investigation or the initials FBI without the permission of the bureau." #

Pick Joins Weiss Co.

Harry C. Pick, formerly media director of Reach, McClinton & Pershall, Chicago, has joined Edward H. Weiss Co., Chicago, as media supervisor.

HERBERT H. SMITH

Philadelphia, April 22—Herbert Heebner Smith, 76, retired supervisor of copy in the school and camp division of N. W. Ayer & Son, died yesterday.

Mr. Smith was with Ayer for nearly 27 years until his retirement in November, 1953. He was head of the copy staff of the educational department nearly all of that time. He started the Ayer catalog clinic, which advises clients on all phases of producing catalogs, booklets and leaflets for schools and camps.

He was also editor of "Ayer School Service," a folder published several times a year containing facts of interest to schools. He was a reporter, editor and owner of newspapers and magazines in the Midwest before coming to Ayer.

ROY F. CRATTY

Rockford, Ill., April 21—Roy F. Cratty, 51, veteran Rockford agency and advertising executive, died April 6 in Swedish-American Hospital.

Before opening his agency in 1951, Mr. Cratty was associated with the industrial advertising division of Cramer-Krasselt Co., Milwaukee. Before that, he was in charge of machine tools advertising at Greenlee Bros. & Co., and had worked at George D. Roper Corp. and Burd Piston Ring Co., all in Rockford.

Just before his death, Mr. Cratty won *Tool Engineer's* 1958 national industrial award for the year's best read advertising, written for his client, Pines Engineering Co., Aurora, Ill. He also won two "Copy Chaser" awards from *Industrial Marketing*, for "copy worthy of special recognition by the advertising profession."

Bristol-Myers Slips Ban into Ogilvy Portfolio

(*Continued from Page* 1)
billings hump involved in possible new-product tests.

BBDO's new product is one the agency has been working on for more than a year, although it is not yet in test markets.

■ Despite the remarkable triumph of Ban—it finally emerged in its present form after six years of false starts—observers speculated that 1958 sales had not lived up to expectations. In this it was not alone among B-M products.

At an informal gathering of stockholders last week, president Frederic N. Schwartz said that sales of the B-M products division had "leveled off" in 1958, after a three-year period of successive rises of 30% or better.

Ban is estimated to have done about $5,000,000 in sales last year, roughly 10% of the B-M products division volume, and some 15% of a reported $85,000,000 retail deodorant market. At 98¢ for a 1½-oz. bottle, it is first in dollar volume, but exceeded in unit sales by at least one other deodorant, Carter Products' Arrid.

The combination of Mum, Mum Mist, Ban and Trig probably places Bristol-Myers in first place in the deodorant business with about 25% of the total market.

■ While all products division sales "leveled" last year, the client-agency problem appeared to center specifically on Ban in recent months. There were changes in responsibilities and personnel at the client, and there were staff changes made at BBDO several months ago in an effort to shore up a slipping situation.

Ban holds its market leadership in the face of some 45 competing deodorants, of which about 25 are the roll-on variety. It had a tortuous trial-and-error period before it hit its stride.

At a meeting of the Assn. of National Advertisers three years ago, Richard K. Van Nostrand described Ban as a triumph of persistence. It began in 1948 when, as Mum lotion, it was tested in Texas, then withdrawn because the product thickened. It came out again in a ballpoint container, and in 1951 Mum Rollette hit six major markets. But in time the plastics used for the ring and marble combination congealed. The product was returned to the drawing board.

■ It took 480 combinations of plastics before the right one was found, and in the fall of 1953 consumer testing started again. BBDO was named early in 1954, and in February, 1955, initial shipments for a national introduction were made.

National advertising and a strong publicity campaign broke a month later, and within eight months, Mr. Nostrand reported, Ban was in the No. 3 spot in drug deodorant sales.

Flushed with success, Bristol-Myers brought out Trig just about a year ago. It was also a roll-on, but aimed at the men's market. "From now on women say 'deodorant,' men say 'Trig'," went the headline on the introductory advertising.

And BBDO found itself with two competing products, albeit from the same company.

In May of last year, B-M brought out a 73¢ 1-oz. size of Ban and reported it would conduct a "heavy national campaign," but business conditions forced several sharp cuts in advertising expenditures.

IN THE BAG—*Fox Deluxe Foods, Chicago, will use this red-and-black 1,000-line newspaper ad in major markets, beginning early in May in the East, in its introductory campaign for pre-cooked frozen A la Carte meals in boilable Mylar polyester pouches. R. Jack Scott Inc., Chicago, is the agency.*

For BBDO, the Ban loss is the second major one in less than a month. On March 31 it lost the $3,000,000 Wildroot Co. business, which it had had for 40 years, due to "conflicting interests" after Wildroot was bought by Colgate-Palmolive Co. Lever Bros. is an agency client. #

Mytinger Names Donahue & Coe to Replace Thompson

LOS ANGELES, April 23—Mytinger & Casselberry, distributor for Nutrilite food supplement, will change its agency affiliation from J. Walter Thompson Co. to Donahue & Coe, Los Angeles, May 1.

Involved is a newly developed product line, Magi-Care cosmetics. Peggy Shaw, advertising and sales promotion manager, said recently launched expansion plans which added Magi-Care to the company's line established a product conflict at Thompson (*see story on Page 76*). JWT handles Pond's products for Chesebrough-Pond's in New York.

Donahue & Coe, Los Angeles, which completes its first year May 7, now has $4,000,000 in billing. The M-C account bills between $750,000 and $1,000,000. #

JOHN L. MOORE

CORONADO, CAL., April 21—John L. Moore, 56, vp and general sales manager for J. A. Folger & Co., San Francisco, died here tonight of a heart attack suffered while attending a convention of the Western States Chain Grocers.

Mr. Moore joined the San Francisco coffee company in 1933 as a sales representative and by 1938 became Southern California division manager. In 1942 he was named general sales manager and soon was chosen vp. Mr. Moore was a past president of the Illuminators and of the San Francisco Food Sales Managers Club.

RAY W. SMITH

CHICAGO, April 21—Ray W. Smith, 57, editor and publisher of *Telephone Engineer & Management*, died April 17 in Evanston Hospital. Mr. Smith, who was president of the Telephone Engineer Publishing Corp., was a past president of the Pioneer Telephone Assn. and the U. S. Telephone Assn. He was a resident of Winnetka, a Chicago suburb, until six months ago when he moved to Vero Beach, Fla.

Last Minute News Flashes

Biddle Adds Mathes Share of Otarion Account

OSSINING, N. Y., April 24—Otarion Listener Corp. has named Biddle Co., Chicago, to handle all of its advertising. For the past six months, Biddle has shared the account with J. M. Mathes Inc., New York.

Harvestore Moves to Cramer-Krasselt from KVPD

KANKAKEE, ILL., April 24—Harvestore Products, manufacturer of mechanized bulk storage units for farm and industry, has appointed Cramer-Krasselt Co., Milwaukee, succeeding Klau-Van Pietersom-Dunlap. Harvestore Products is a part of A. O. Smith Corp.'s Permaglas division. Cramer-Krasselt has handled Permaglas' consumer advertising since 1945.

Holley, Thomas Leave McCarty; Persons Plans Shop

NEW YORK, April 24—Robert Holley and Eugene Thomas, the top vps of McCarty Co. Advertising of New York, have resigned, and several accounts, notably Hambro Automotive Corp., are expected to follow them out of the agency. Hambro imports Austin, Morris, MG, Austin-Healey and Riley autos from Britain. The Holley-Thomas departure follows the New York agency's breakup with McCarty Co., Los Angeles (AA, March 16, 23). According to one report, Messrs. Holley and Thomas may open a New York office for the West Coast McCarty. Howard Persons, president of McCarty, New York, is planning to incorporate an agency under his own name. Anthony A. Loscalzo, vp in charge of art, and Erv Rudick, assistant treasurer, have been elected directors of the New York shop, succeeding Messrs. Holley and Thomas.

Red L Foods to Smith/Greenland

NEW YORK, April 24—Red L Foods, frozen food packer, has appointed Smith/Greenland Co. to handle its advertising. The Red L brands have distribution east of the Rocky Mountains. Paris & Peart—now merged with Gardner Advertising—is the previous agency.

Pfizer Screens Agencies (Including One It Dropped)

NEW YORK, April 24—Pfizer Laboratories division of Chas. Pfizer & Co., which decided last year to fire William Douglas McAdams Inc. and produce a big share of its advertising materials internally, has apparently had some second thoughts and is currently interviewing prospective agencies, one of them being William Douglas McAdams.

Masland to Reimburse Losing Agencies

NEW YORK, April 24—Three of the four finalists who will succeed Anderson & Cairns on the account of C. H. Masland & Sons will be reimbursed for the speculative marketing programs which Masland has requested of them by Sept. 1. The fourth will get the account. The company hopes to arrive at a similar price for all presentations. The agencies are Bryan Houston Inc.; Mogul, Lewin, Williams & Saylor; Donahue & Coe and Aitkin-Kynett.

Rhodhiss-Pacific Names Johnstone; Other Late News

• **Rhodhiss-Pacific Mills,** New York, a division of Burlington Industries and producer of fabrics for men's and boys' wear, has moved its account to Johnstone Inc. from J. Walter Thompson Co., leaving Thompson with no Pacific Mills business. Earlier this week, the Pacific Mills Worsted Co., also a Burlington division, moved from Thompson to Henry Bach Associates. Thompson had handled Pacific Mills since around 1950; in 1957, it lost the cottons division when it was sold to M. Lowenstein Co.

• **George C. Short** has resigned as vp and marketing director of Carling Brewing Co.'s Heidelberg plant in Tacoma to become marketing director of Blitz-Weinhard Co., Portland, producer of Blitz-Weinhard beer, effective May 4. He succeeds R. G. Lund, who has formed his own marketing and sales consultant company, with Blitz-Weinhard as the first client. Before joining Heidelberg, which Carling acquired late in 1958, Mr. Short was marketing director of Guild, Bascom & Bonfigli, agency for the Heidelberg division.

• **Gail Smith** has been named to the new post of director of television advertising of General Motors Corp., Detroit, effective May 15. He formerly was associate manager of advertising production of Procter & Gamble Co.

• **Standard Oil Co. (Ind.)** ads will announce a higher octane for its regular grade gasoline Monday (April 27) in Chicago. The "Bonus Miles" campaign, using all media, will be extended to Standard's 15-state marketing area May 1. D'Arcy Advertising Co., Chicago, is the agency.

• **Superfine Co. of America,** Detroit, manufacturer of stock and custom signs, has named Beltaire, Vincent & Hull, Detroit, its first fulltime agency.

• **State Street Council,** Chicago, has named Doyle Dane Bernbach Inc., Chicago, its new agency, effective immediately. It was the first account for Doyle Dane's Chicago office, which was opened last November (AA, Oct. 27). Calkins & Holden, Chicago, is the former agency.

• **Arthur R. Mogge Inc.,** Chicago and St. Louis agency, has opened a Florida office at 150 S. E. Second St., Miami. Samuel B. Crispin, formerly an account executive with Grant Advertising, Miami, heads the new Mogge office.

• **Sam Levenson** will pinch hit on tv and Robert Q. Lewis on radio during Arthur Godfrey's leave of absence for surgery for a chest tumor. The substitutes take over Mr. Godfrey's daytime five-a-week CBS programs on April 27, with Jack Sterling filling in a couple of days on tv, while Mr. Levenson completes a Florida engagement. Mr. Godfrey taped the final show in his current nighttime tv series before going to the hospital. He is set to host "Person to Person" in the fall, when Edward R. Murrow takes a travel leave of absence.

• **T. Hart Anderson Jr.** has resigned as board chairman of Anderson & Cairns. John A. Cairns, president of the agency, will also assume the title and responsibilities of chairman. Mr. Anderson will devote his full time to his market counseling activities in the home furnishings field, which he started two years ago. He was one of the founders of Anderson, Davis & Platt in 1929, which was merged in 1951 with John A. Cairns Co. to form Anderson & Cairns.

• **James Thomas Chirurg Co.,** Boston, will occupy new quarters April 27 at 824 Boylston St. (Route 9—Worcester Turnpike) Chestnut Hill, Mass.

Dwindling Talent Pool Called Peril to Network TV

ATLANTA, April 24—The lack of a supply of new talent and ideas is posing a serious threat to network tv's continued strength as an advertising medium, according to Philip L. McHugh, vp for tv-radio, Campbell-Ewald Co., Detroit.

In a speech prepared for delivery to the Atlanta Advertising Institute Monday, Mr. McHugh points up a continuing lack of some "real method for developing new, young personalities to increase today's scarce talent pool and to replace tv personalities now in declining stages of viewer popularity."

Campbell-Ewald, it is understood, finds this problem particularly rough at the National Broadcasting Co. network; Plymouth, Ford and Chevrolet will all have hour shows on NBC-TV next fall, and the AC spark plug and United Motors Service divisions of General Motors will be sponsoring a series of eight specials on the same network.

Most of these shows, it is pointed out, will consume a lot of live talent, and the guest stars usually are forbidden to appear on shows sponsored by competitors for two or more weeks. Campbell-Ewald includes Chevrolet (with Dinah Shore and Pat Boone on tv) and Delco among its automotive accounts.

■ "Tv audience increases from here on will follow a population growth pattern, and network time costs should reflect this stability," Mr. McHugh says. "However, talent and new ideas are so scarce—and getting scarcer—that the advertiser's agency must work harder than ever before to deliver a quality program without being trapped by talent costs that won't fit into the advertiser's budget.

"Great care and vigilance must be exercised so that every dollar possible gets on the screen rather than in the pockets of a number of people who don't contribute directly to the efforts of the program," he says.

Mr. McHugh says that 52-week contracts for film shows are on the way out, in favor of more 26 and 13-week contracts. But, he said, "with the short supply of talent in the area of specials and variety shows, one will find longer term commitments for the talent either with the network or the advertiser still hard to break up."

■ He also makes these observations on television:

• Due to the increasing number of specials, future network contracts will call for more preemptions of regular shows. "That is, in my opinion, a new dilemma, if it further tends to decrease regularly sponsored programming," he says.

• "The president and/or administrative committees of many organizations now review and approve tv advertising budgets and program concepts as well," he says. "This trend developed because of the increasing verbalized criticism of tv, but even more importantly, because of the major dollar expenditures involved, and the long-term commitments inherent in most contracts."

• Regarding the growing criticism of tv, Mr. McHugh notes: "It is a mass medium of a size not previously encountered, and it requires catering to a mass taste not previously encountered by any media." #

UP 15.9-UP 15.9-UP

For the first half of 1959 LIVING will chalk up a 15.9% gain in advertising pages

UP 15.9-UP 15.9-

LIVING
FOR YOUNG HOMEMAKERS

A STREET AND SMITH PUBLICATION
575 MADISON AVE., N. Y. 22, N. Y.

Marketing Key to Expanding World Economies, International CofC Told

(*Continued from Page 2*)

gress that marketing presents business men with a worldwide challenge to help people everywhere "achieve the better life they all want." Explaining how marketing works in the U. S., he said:

"The point is: We start with people and their wants, rather than with the product. Competition is keen at all levels . . . with the ultimate objective of influencing the decision of the individual consumer, who is the boss . . .

"In this highly-competitive situation, the most successful enterprises are those attuned and geared to the individual tastes of the consumer. The record is clear that the outstandingly successful companies are those which can accurately and consistently anticipate wants and needs and fulfill them as a logical next-step beyond the existing consumer living habits and desires."

■ The "marketing concept" got impressive support from other speakers at the session:

• Paul Mazur, senior partner of Lehman Bros., maintained that the key to U. S. economic strength is not mass production techniques but the ability to promote consumption.

• Robert J. Eggert, marketing research manager of Ford Motor Co., explained how market research can "reduce the risks" in marketing new products.

• H. T. Pigozzi, president of Simca of France, reported on the change in Europe from selling "what we have got" to selling "what the consumer wants."

• The First National City Bank of New York gave the first public showing of its new movie, "The Big Change in World Markets," a 27-minute color and sound film prepared by the editors of *Fortune*.

■ Earlier in the day, at an advertising and distribution committee meeting, European agency men went to pains to point out that they are grown up now and do not need to be spoon-fed by U. S. agencies.

Francis Elvinger, head of the Paris agency bearing his name, had some blunt words for U.S. shops which expect to split commissions with European agencies. M. Elvinger complained that American agencies are mistaken if they think European shops will provide the same service as U. S. agencies on a reduced commission basis.

"Remuneration of the agency is a function of the advertising budget," Mr. Elvinger reminded his American colleagues, and he proposed that European agency men reject bargain hunters by telling them frankly: "You don't pay enough."

■ Henri Henault, head of another big Paris agency, Synergie, pointed out that European agencies have made great progress in recent years and are now well equipped to handle clients with a full range of services. M. Henault conceded that Europe has no agencies billing as high as $300,000,000, but he pointed out that advertising expenditures per capita are 10 times higher in the U. S. than in France and therefore the top French agencies, those billing between $8 and $10,000,000, are comparable to U. S. shops in the $80 to $100,000,000 billing class.

■ Jere Patterson, international advertising consultant and vice-chairman of the ICC commission on advertising, also berated U. S. advertisers and agencies for a half-hearted approach to the international field.

Mr. Patterson said that up to now the U.S. export agencies have been mainly concerned with Latin America while those agencies with branches in Europe "have let their branches do the job and are in the dark here."

He complained that advertising and the agency business abroad are still "underrated, undersold, undercoordinated and undercompensated."

Mr. Patterson said the main international advertising problems today are no longer technical in nature—translation of copy or how to get an associate abroad. "There is no longer any mystery about advertising abroad," he pointed out. "There is no reason to let fear of the unknown or mediocrity make mountains out of molehills."

■ Ivor Cooper, head of the marketing division of Unilever and chairman of the ICC commission on advertising, closed this discussion by paying tribute to the U. S. agencies which set up offices abroad many years ago. Mr. Cooper said these offices, maintained even when they were not profitable, contributed greatly to the development of advertising practices abroad and he thought it was appropriate that this recognition, which he said was "long overdue," should be made now that the ICC was holding its congress in the U. S. again. #

Cracking U.S. Market Too Costly for Many European Advertisers, Says De Vigne

WASHINGTON, April 21—Georges De Vigne, administrative secretary of the Belgian Assn. of Advertisers, told the International Chamber of Commerce congress here that small European advertisers face formidable roadblocks in cracking the U.S. market.

Mr. De Vigne reported the experiences of the Belgian Linen Assn. to illustrate his point.

He said the association came to the U. S. several years ago with a budget of $60,000 to promote Belgian linen. With that budget, Mr. De Vigne said, it was difficult to find an agency willing to handle the account.

An agency was finally selected —but the results were poor.

Another agency was tried—with no better results.

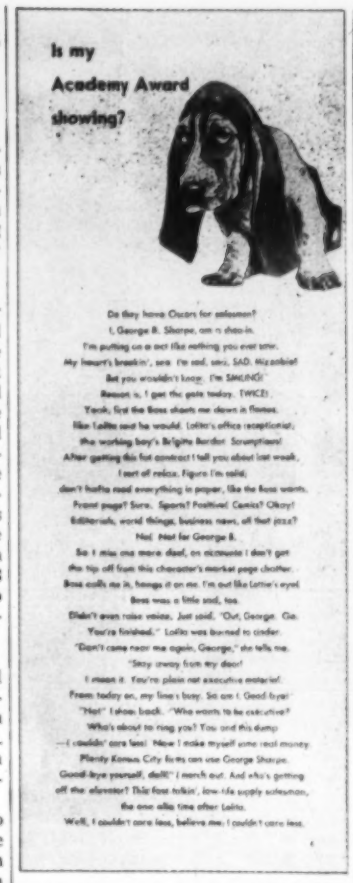
The association finally hired an "American lady," brought her to Belgium for training and sent her back to New York to administer a program, part of which was assigned to an agency.

■ Mr. De Vigne said that European advertisers become frightened when they look at the page rates of American magazines. He suggested that media in the U.S. do something about offering small European advertisers "collective space," where companies with small amounts to spend could pool their budgets.

He also said that it would be helpful if there were American agencies which would take small accounts and offer as good service as the large agencies. Small accounts often grow into profitable ones, he pointed out. #

D'Arcy Moves in Cleveland

The Cleveland office of D'Arcy Advertising Co. has moved to new and enlarged quarters in the Illuminating Bldg.



DOGGONE—*This is the sixth in a series of ads by the Kansas City Star about George, the basset hound. The humorous ads appear on Monday because 'people feel like the dog looks on Monday.'*

Burnett, C-E, Y&R Are Double Winners in Outdoor Awards

(*Continued from Page 2*)

Leo Burnett Co.; 2nd, Remington Arms Co., Batten, Barton, Durstine & Osborn; 3rd, Ralston Purina Co., Gardner Advertising.

Soft drinks—1st, Bireley's division of General Foods, Young & Rubicam; 2nd, Seven-Up Co., J. Walter Thompson Co.; 3rd, Schweppes (U.S.A.) Ltd., Ogilvy, Benson & Mather.

Confections—1st, Clark Candy Co., Maxon Inc.; 2nd and 3rd, National Dairy Products Corp., N. W. Ayer & Son.

Beers—1st, Jackson Brewing Co., Fitzgerald Advertising; 2nd, Anheuser-Busch Inc., D'Arcy Advertising; 3rd, Hamm Brewing Co., Campbell-Mithun.

Wines & Liquors—1st, Hiram Walker Inc., Foote, Cone & Belding; 2nd, National Distillers Products Co., Lawrence Fertig & Co.; 3rd, Hiram Walker Inc., Foote, Cone & Belding.

Gasolines & oils—1st and 3rd, Standard Oil Co. (Indiana), D'Arcy Advertising; 2nd, Atlantic Refining Co., N. W. Ayer & Son.

All local business—1st, Oil Heat Institute, Pacific National; 2nd, Pacific Gas & Electric Co., BBDO; 3rd, Allied Florists Inc., Clinton E. Frank Inc.

Auto accessories—1st, Delco Battery, Campbell-Ewald Co.; 2nd, AC division of General Motors, D. P. Brother & Co. (no third place).

Bread, flour, baked goods—1st, Langendorf United Bakeries Inc., Y&R; 2nd, American Bakeries, Y&R; 3rd, Diamond Walnut Growers Inc., McCann-Erickson.

Food products—1st, Morton Salt Co., Needham, Louis & Brorby; 2nd, Borden Co., Y&R; 3rd, Safeway Stores Inc., J. Walter Thompson Co.

Tobacco—1st and 3rd, American Tobacco Co. (Lucky Strike), BBDO; 2nd, U.S. Tobacco Co., C. J. LaRoche & Co.

Cars & trucks—1st, Chevrolet, Campbell-Ewald Co.; 2nd, Plymouth, N. W. Ayer & Son; 3rd, Ford Motor Co., J. Walter Thompson Co.

Painted bulletins—1st, City of Huntington Park, (no agency); 2nd, Jackson Brewing Co., Fitzgerald Advertising; 3rd, AC division of General Motors, D. P. Brother & Co.

Painted bulletins, embellished—1st, Philip Morris Inc., Leo Burnett Co.; 2nd, Chevrolet, Campbell-Ewald Co.; 3rd, California Packing Corp., McCann-Erickson. #

Robertson Sign to Parker

Robertson Sign Co., Springfield, O., has named Parker Advertising Co., Dayton, to handle its advertising.

THE SEPTEMBER ISSUE OF LIVING FOR YOUNG HOMEMAKERS WILL FEATURE "DECORATION OF INDEPENDENCE—FAMILY PLAN"... *last year*... AN ALL-TIME HIGH IN CIRCULATION FOR LIVING, AND THE SPRINGBOARD FOR THE MOST WIDELY USED, WIDELY PROMOTED HOME FURNISHINGS EVENT EVER SPONSORED BY A HOME MAGAZINE ... *this year*... AN EVEN MORE POTENT OPPORTUNITY FOR MANUFACTURERS TO LAUNCH THEIR FALL SELLING ACTIVITIES

LIVING FOR YOUNG HOMEMAKERS
A STREET AND SMITH PUBLICATION
575 MADISON AVENUE, NEW YORK 22, N. Y.

*Norman Allen is account supervisor, Mohr & Eicoff, Inc., advertising agency for Burnell & Co., Inc.

Norman Allen* takes the stand for electronics

One day last week in a discussion of engineering techniques with Norman Burnell, President of Burnell & Co., pioneer manufacturer of toroids, filters and related networks, I commented that the chain of production was no stronger than its weakest link. Mr. Burnell thought a moment and gave this highly meaningful reply. "I believe," he said, "you mean the chain of production is no stronger than its weakest *think*."

There's a lot of significance to that sentence when it comes to publications as well as people. It's one of the reasons why **electronics** has been on Burnell's advertising schedule since the company's inception—a schedule which today includes seventeen full pages.

I regard **electronics** as an indispensable medium of advertising—because it represents one of the strong 'thinks' in Burnell's production plans. Advertising in **electronics** informs industry of Burnell's product development, new designs, new circuit components, new production methods and advances in miniaturization. Moreover, **electronics**' advertising, news and feature columns have been an endless source of ideas and information. They help the Burnell engineering staff keep abreast of developments and anticipate the electronics industry's needs. In summing up, I'd say advertising in **electronics** has been of considerable help in establishing Burnell & Co. as a leader in the field of toroids, filters and related networks.

If it's about electronics, it's advertised and read in **electronics**.

electronics

Published WEEKLY plus the mid-year electronics BUYERS' GUIDE

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